

Study of effects of Purchase decisions of consumers over Retail Marketing Strategies

Dr. Dinesh Chand

Associate Professor, Faculty of Commerce

Shaheed Mangal Pandey Government Girls P G College, Madhavpuram, Meerut

Email- dineshvpd27@gmail.com

ABSTRACT

India's retail industry is one of the most promising and fastest-growing sectors in recent years. It is the fifth-largest shopping centre in the world. Customers' ever-evolving lifestyles have played a significant role in the growth of this sector. It generates a large number of job opportunities and has helped to raise the overall GDP of the country. The management of sales staff, the selection and procurement of products, and the advertising of certain products, as well as inventory control, shop security, and product accounting, are all part of retail marketing. Basic tactics in the areas of product pricing, advertising and distribution, penetration, customer retention and corporate social responsibility are essential to the success of any retail organisation that sells goods or services. We'll look at the relative significance of different retail items as well as the formats available to customers when making purchases. The report also addresses the predicted future evolution of organised retail, concentrating on elements that might have a significant impact on consumer buying habits.

Keywords: *Retailing, Purchasing behavior, Demographics, Business climate, G*

INTRODUCTION

The term "retail" derives from the French word "retailer," which means "to cut off a portion" or "to shatter a mass" in English. Retail is the fastest-growing industry in India, employing 40 million people and making a significant (14-15 percent) contribution to the country's economic development. Selvakumar and Muthumoni (2011, Selvakumar & Muthumoni) The retail industry in India is the world's fifth biggest. In recent years, the Indian retail business, which includes both organised and unorganised segments, has grown at a blistering pace. The retail business in India, which was formerly mostly unorganised, is now becoming more popular and more organised as a result of the changing tastes and preferences of Indian customers. The authors of this paper, Goyal and Aggarwal (2009) Shopping in India has seen a major shift in the way people shop, as well as the whole structure of the experience. India's retail industry has advanced as seen by the proliferation of multistorey malls, massive shopping malls, and enormous complexes that include dining, shopping, and entertainment. The retail business in India is growing at a rapid pace, creating a high demand for real estate. The classic

brick-and-mortar store in India has been superseded by a slew of new channels, including internet shops, social media, and toll-free hotlines. Customers have come to demand more from their retail experience as a result of shifting economic realities, a wide range of product and service options, different shopping forms, and easy access to data. Fisher (2006a) In the wake of the current economic slump, consumers have learned to be more responsible. Customers nowadays are more value-conscious when making purchases because of the quick change and digital connectivity of our society. Direct-to-consumer retailing includes all operations involving the sale of items to customers in fixed locations, such as brick-and-mortar shops, mall kiosks, vending machines, and the like. Direct marketing to customers, on the other hand, aims to close a deal by phone, mail, or an online store. The conventional marketing mix (product, venue, pricing, and promotion) must be implemented correctly in order for retail marketing to be effective. In order to draw in consumers, a retail marketing strategy has to be developed, which includes the creation of a competitive retail marketing review and the identification of target customer behavior. An examination of the company's internal and external environments, including its marketing mix and performance, as well as its customers, competitors, and target markets, as well as the relevant technical, economic, cultural, and political/legal environments. The monitoring of progress and a set of contingencies must be at the heart of any market strategy. There is no doubt that (Sharma and Thakur, 2020)

Issues in Retailing

Some retailing challenges have evolved as a result of the rapid speed of retail innovation. Lack of trial, lack of interpersonal trust, lack of rapid satisfaction, expensive shipping and handling expenses, inferior customer service, loss of privacy and security, low economies of scale, unstable consumer base, poor logistics, and inexperience may all hinder the viability of online commerce. Internet users' personal information is also at risk. To put it another way, the anticipated 'internet revolution' has failed to live up to expectations, and pure e-stores are finding it difficult to retain a long-term edge over conventional retailers. (Prof and others, n.d.) As a result, the Stimulus-Organism-Response model has been proposed to evaluate the success of online shopping. For example, it describes the impact of particular atmospheric aspects (high or low task relevant) of the online "store" on the emotional and cognitive internal states (perception of the online store). If the online shopper's cognitive states are appealed to by the stimuli, it will result in a purchase.

One of the most pressing issues in commerce today is how customer happiness affects customer loyalty. Customers' satisfaction does not ensure repeat business, which is essential to a retail store's profitability and reputation. By constantly finding new methods to "surprise" and

"please" customers, the business may ensure that their shopping experience is as enjoyable as possible. Ibrahim and Ibrahim (Ibrahim and Ibrahim, 2018)

LITERATURE REVIEW

(A. Pandey & Kaur, 2020) His article focuses on the fundamentals and some of the most important building elements of retail marketing. Understanding how new retail formats have taken hold in our country, recognising the various challenges that our organised retail sector is facing, identifying and discussing the various successful strategies of organised retailers so far, understanding the various consumer inclinations in ASEAN economies and how their retail markets are growing, retail promotional strategies Retail marketing is also examined in the article, with a focus on several aspects. (Arya, 2020) As internet users and smart phone sales increased, e-commerce began to take hold in India. In recent years, e-commerce has grown popular among 30 percent of urban residents, but because of a lack of product diversity and uniformity, e-commerce sales aren't growing as quickly as they might.

(Chaturvedi & Babu, 2019) The retail sector in India has emerged as one of the most promising and fastest-growing industries in recent times, according to a report. It is the fifth-largest shopping Centre in the world. Customers' ever-evolving lifestyles have played a significant role in the growth of this sector. It generates a large number of job opportunities and has helped to raise the overall GDP of the country. This inquiry paper is a little effort to understand the major variables that influence retail outlets' choice and its effect on customer satisfaction in today's competitive environment. The goal of this article is to comprehend and evaluate customer behaviour toward retailing, with specific reference to the promotional techniques used by the selected retail business.

(Mathew & Commerce, 2018) According to the author, India has the most unorganised retail industry in the world. Manufacturers and final consumers are linked through a retail chain of distribution in retail marketing. All activities relating to the selling of products or services to customers for personal, non-commercial use are included in retailing or retail commerce. Competition, supply chain management, supply chain fraud, and economic disparities are just a few of the issues retailers confront when it comes to retail marketing.

According to (Mahajan, 2017) Due to the introduction of various new businesses, the retail sector in India has emerged as one of the most dynamic and fast-paced industries. More over 10% of the country's GDP is generated by it, and it accounts for around 8% of all jobs. The retail market in India is the fifth-largest in the world. The retail industry in India is expected to increase at a CAGR of 10% to \$1.6 trillion by 2026, up from \$641 billion in 2016, according to a new report. Amazon, Flipkart, and other

online merchants are luring consumers with creative marketing and service techniques. If you are a millennial in India, it is important to know why you shop at a certain online store and how you feel about it.

(Suguna & Mathipoorani, 2016) The Indian retail sector is one of the top five retail markets in the world and is projected to be worth an estimated US\$ 500 billion. The management of sales staff, the selection and procurement of products, and the advertising of certain products, as well as inventory control, shop security, and product accounting, are all part of retail marketing. Basic tactics in the areas of product pricing, advertising and distribution, penetration, customer retention and corporate social responsibility are essential to the success of any retail organisation that sells goods or services.

(S. Pandey & Rai, 2014) said that retailing in India is now at an all-time high. Kirana shops (unorganised merchants) in India face competition from global retail giants, and the question of their long-term viability is being debated. The retail sector in India contributes for between 14 and 15 percent of the country's GDP. As the retail environment changes, so does the customer's taste.

(Nagar-haryana, 2012) India's retail industry is reportedly the fifth biggest in the world. In recent years, the Indian retail business, which includes both organised and unorganised segments, has grown at a blistering pace. The retail business in India, which was formerly mostly unorganised, is now becoming more popular and more organised as a result of the changing tastes and preferences of Indian customers. US\$330 billion in 2007 is forecasted to rise to US\$640 billion by 2015. Indian retail market has a solid growth fundamental basis, according to the 10th Annual Global Retail Development Index (GRDI) from A.T. Kearney. The Indian retail market accounts for 22% of the country's GDP and employs 8% of the workforce. In the next five years, retail expenditure is expected to increase by a factor of two.

RETAIL MARKETING CHALLENGES

Retail marketers confront a number of obstacles when it comes to advertising their products and services. Meeting international standards is one of the main challenges faced by retailers in India, along with other concerns such as limited shop space and variety in culture, as well as infrastructure and human resources issues. This is a list of the most common problems faced by retailers in India, and it has a significant impact on the marketing of products and services.

SUGGESTIONS

- “Financial institutions must provide more credit facility (loans and others) for the retail sector. It will facilitate the retailers to solve the problem of shortage of capital.

- To avoid frauds in retail sector, the strong security systems must be introduced such as CCTVs and POS Systems.
- The government may promote the needs of the unorganized retailers in the form of financial, infrastructural, distribution, storage, transport, trade Centre and other facilities.
- In the growth of retail marketing the customers will give more priority in the market in the form of incentives, discounts and other facilities.
- The retail executive must introduce new technologies and innovations for avoid the price/market competition in the retail sector”.

CONCLUSION

Retailers in India use a variety of tools for marketing and promotion, including brand retailing, advertising, store ambience, personal connection, providing credit services, convenient location, image branding and electronic marketing, home delivery services as well as rebates and premiums at reasonable prices. When it comes to organised retail, shop atmosphere and significant discounts have been the most important instruments for marketing in the past and will continue to be in the future. For unorganised shops, on the other hand, the most important marketing tools have been the availability of an accessible location, credit, and relationships, and the availability of a suitable location will continue to be important in the future.

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