



UNLOCKING SHOPPING BEHAVIOUR IN THE NEW NORMAL

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ABSTRACT

Indian retail sector is experiencing a challenging environment due to covid 19. The sector is slowly recovering back to the normal .In the new normal shopping behaviour has also undergone change and thus the organized retailers need to understand the new behaviour to develop effective shopper marketing strategies .This requires a better understanding of store attributes preferences as they are very crucial for total retail experience .This paper is an empirical research on five hundred Shoppers to study the store attributes that influence shoppers' preferences of organised retail formats in the new normal in Delhi. Results reveal that store attributes like promotions, trust, trained staff ,convenient shopping hours are important retail attributes influencing preference of retail format. Further, shoppers' gender and income emerged as important attributes influencing shoppers' choice of organised retail format with respect to store attributes.

Key words: Shopping behaviour, store attributes, retail attributes.

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1. INTRODUCTION

Shopping behaviour is the segment of consumer behaviour exhibited at the time of visit to retail stores. It is different from consumer behaviour as a consumer may not be a shopper who behave differently than a consumer i.e. while shopping they are in a role to actively decide, ready for making a choice etc. The shopping behavior in shopping cycle encompasses behaviour in terms of :Information search ;Choice of goods categories ;Choice of retail store; Browsing; Purchasing and post purchasing (Shankar, 2011).A deep understanding of shopping behaviour is a key input for Shopper marketing which provides a winning solution to producer, retailer and shopper.

In the pre covid time Retail sector in India was among the few growing Indian sectors, growing at 9-11% CAGR (BCG,2020) due to increasing opportunities, economic drivers and favourable demographics . It was expected that by the year 2025 the industry would touch US\$ 1-1.3 trillion from its figures of US\$ 0.7 trillion in 2019 (BCG, 2020). Organised retail which accounted for 10 percent of the market share was expected to reach 25 percent by 2025

(The Hindu , 2020). However the current scenario created due to covid 19 has badly impacted the sector. Most of the retailers witnessed no business. But now with government easing restrictions and retailers witnessing some traffic the retailers will have to win customer confidence and bounce back (EY 2020) . Retailers will have to understand the new shopping behaviour and devise strategies to mitigate the challenge in new normal.

2. LITERATURE REVIEW

Store related attributes are important elements affecting shoppers' buying behaviour and retail format choice. Some of the research undertaken to study these retailing attributes is discussed below:

Gehrt and Carter (1992) highlighted that consumers that are less educated generally take delight in shopping at retail stores. However, consumers possessing higher education generally give importance to quality, variety and brands while shopping. Further the research revealed that families with more number of professionals generally shop for recreation, while families having less number of professionals give importance to convenience and price.

Shim and Kotsiopoulos (1993) outlined that there is significant difference among groups of shoppers regarding usage of sources of information, lifestyle and value of retail store attributes. The research revealed that shoppers who are convenience oriented have more chances of shopping at speciality store and give more importance to ease of access. Similarly more involved shoppers of apparel shop at departmental and speciality store and they give more importance to service, personnel , store image and brand . However apathetic shoppers have more chance of shopping at discount stores and generally do not give importance to retail store attributes .

Arnold *et al.* (1996) identified the store attributes of departmental stores in US and Canada that were responsible for their preference. They identified price, convenience and merchandise assortment as such factors affecting shoppers.

Hasty and Reardon (1997) provided a list of eleven store attributes that influence patronage of retail stores . They listed attributes like location, layout , design both interior and exterior , visual merchandise ,merchandise, advertising, promotions ,services and personal selling.

Marjanen (1997) revealed 'parking' as an important variable affecting choice of departmental stores and supermarkets

Erdem *et al.* (1999) explored the connection between values of consumer and importance of retail attributes. The result indicated that instrumental and terminal values influence judgments for attributes of retail store . It further highlighted that attribute and product based approach lead to different perception of variety. Approach based on attribute captures perception of customer to variety in much better way than approach based on product.

Goodwin and McElwee (1999) examined the retail store attributes that are liked differently by consumers in pre retirement age (55-65) , young old(65-75) and old (75 above) consumers. They examined 23 such attributes and found that old consumers gave more importance to attributes like product quality, assistance to find products, dedicated discounts and checkouts for old customers . However pre retirement group customers gave more importance to easy parking and known brands

Jantan and Kamaruddin (1999) studied the store attributes that influence the choice of supermarket and superstore in Malaysia. They identified the attributes like location, price, merchandise, service and image as important attributes affecting the choice of the stores. Further they revealed that the choice is influenced more strongly by service and location than other attributes.

Cap Gemini -Ernst & Young (2002) highlighted in their survey that Europeans rate highly factors like cleanliness, consistent good merchandise quality, honest and fair prices and respectful & courteous staff affecting store choice.

Baker *etal.*(2002) while studying retailing attributes revealed that clean environment is a significant attribute affecting choice of retail format

Lee *etal.* (2005) attempted to provide insights about shopping behaviour of male. The research found that store's cleanliness, quality of service and sales staff's product information and knowledge are more significant for men

Sinha *etal.*(2005) highlighted that ambient environment is a significant attribute affecting choice of retail format

Bakewell and Mitchell (2006) identified new male traits of Store Promiscuity-Store-Loyal/Low-Price Seeking and Confused Time-Restricted. Regarding 'Store Promiscuity' it mentions that some male shoppers at youth stage in their life cycle prefer shopping at different retail outlet. They are not affected by retail store and the brands these stores deal in. 'Store-Loyal/Low-Price Seeking' mentions about need for quick shopping among some male shoppers. It mentions that such shoppers are simpler in making decisions, make shopping task so as to reduce shopping time. Lastly, the trait of 'Confused Time-Restricted' reveals confused nature of some male about which shops to visit. It further highlights too quick purchases by such shoppers.

Mishra (2007) indicated that organized retail formats are preferred for shopping due to attributes of convenience and variety. The consumers purchase convenience goods from organized retail formats like supermarket, hypermarket and mall and essential products are purchased from traditional retail outlets.

Dolekoglu *etal.* (2008) highlighted that price, sales promotions, quality, availability, trust, packaging alternatives, prestige among others are important factors that affect buying behaviour of consumers.

Mckinsey (2008) report highlights that Indian shopper prefer going to store where storeholder is known and trustworthy

Goswami *etal.*(2009) found that preference of grocery stores has a positive relation to location, cleanliness, trustworthy helpful staff and offers.

Reutterer and Teller (2009) identified store attributes affecting the choice of store format for fill in or major grocery shopping. It is found that hypermarkets and discount stores are preferred for major grocery shopping. However supermarkets are significant for fill in shopping trip of grocery. It further revealed that in case of major trips product attributes are significant whereas in case of fill in shopping trips convenience and service related attribute are significant.

Jacobs *etal.* (2010) revealed that patronage of store in South Africa is influenced by store-related factors such as location, quality of service hygiene and appearance, trading hours, and consistent store layout. Moreover preference of store is enhanced by product attributes like price quality, convenient packaging and product range.

Khare (2011) highlighted generational differences in shopping behaviour. The research highlighted that retail patronage of Generation Y is affected by social and recreational environment .Whereas Patronage of Generation X is affected by convenience, services, location, recreational activities . However patronage of Baby boomers is affected by location, safety and eating facilities.

Malik (2011) studied factors affecting customers to shop at organized retailers . The research revealed factors like location , availability of products , variety ,reasonable prices among such factors affecting store choice.

Joshi and Kulkarni (2012) identified five factors of retail atmospherics perceived important by customers namely fellow shopper and stores personnel ; interiors and exteriors of store; beauty ,aesthetics and comfort ; attractive display and creativity of product arrangement and store personnel behavior.

Kouchekian and Gharibpoor (2012) found that layout of retail store, its color, designing , lighting and cleanliness along with shelve height are significant element affecting buying at a grocery retail store.

Chattopadhyay (2013) studied apparel and food & grocery shopping behaviour and revealed different preference of retail attributes by consumers at different locations. Regarding Food & Grocery purchases consumers at Bhubaneshwar and Kolkata gave highest importance to location whereas consumers from Ranchi and Patna gave importance to range or variety of merchandise. However ,in case of purchases related to apparel consumers at all the locations gave highest importance to range or variety of merchandise

Parment (2013) compared shopping behaviour involvement in purchase of two cohorts namely Generation Y and Baby Boomers , for product categories –clothing ,food and automobiles. The results revealed that Baby Boomers give more importance to in- store experience and service than Generation Y. It further revealed that Baby Boomer’s shopping process starts with choosing a trustworthy retailer whereas for Generation Y it starts with choosing a right product.

Jha and Singh (2014) studied the influence of frequency of retail outlet visits on perception about friendliness of sales staff, music and quality of merchandise. The results highlighted an effect of frequency of retail outlet visits on friendliness of sales staff but not on quality of merchandise and music

PwC (2014 a) in another report on total retail involving survey of 15000 consumers revealed Trust as the highest rated factor affecting store choice (86 percent) ,followed by price and availability of product (85 percent) , location of store and staff(81 percent) , store marketing (64 percent) and social media activities of retailer(50 percent) .

BCG (2020) in the report on highlights that trust , familiarity, convenience and staff are important store attributes driving shopper preference.

3. OBJECTIVE AND HYPOTHESES

The present study is conducted to study the store attributes that influence shoppers’ preferences of organised retail formats in the new normal

It aims at testing following hypotheses:

H1: Shoppers’ preferences of organised retail formats are influenced by store attributes like trust, trained staff, promotion and Convenience

H2: Shopper’s education & occupation are important factors influencing shopper’s preference of organized retail formats based on store attributes

4. RESEARCH DESIGN

The study employs a descriptive research design to study shopper’ behaviour and perspective. Five hundred (500) shoppers visiting various types of organized retail formats in Delhi are the targeted respondents The data is collected using questionnaire administered on shoppers using

convenient sampling. Analysis of Variance (ANOVA) and factorial analysis are used for analyzing the data.

5. RESULTS AND ANALYSIS

5.1. Profile of Shoppers

The research involved 500 shoppers of organised retail in Delhi. Out of which 44 percent were male and 56 percent were female .Among the surveyed shoppers majority of shoppers i.e. 75.2 percent were married and 24.8 percent were unmarried .Age composition of shoppers indicate that 34 percent shoppers belong to age group of 15-35 years whereas 40 and 26 percent shoppers belong to the age groups of 35-55 and more than 55 years respectively

Income levels of shoppers indicate that majority of Shoppers fall in the yearly income group of 2 – 5 lakh with 30.8 percent, followed by 27.6 percent shoppers in income group of 5-10 lakhs .However 21.4 percent and 20.2 percent shoppers fall in the income group of more than 10 lakhs and less than 2 lakh respectively

Educational profile of shoppers indicate that 33.6 percent shoppers being graduates followed by 26 percent post graduates, 22.8 percent undergraduates and 17.6 percent below matric.

Occupational Profile of shoppers indicate that most of the shoppers i.e., 23.8 percent are Home makers followed by 23.4 percent business class shoppers and 21.8 percent service class shoppers. A good number of shoppers i.e. 12.4 percent, 10 percent and 8.6 percent are students, retired and unemployed respectively

As far as family size is concerned majority of shoppers i.e. 59.6 percent belong to families with 3-5 members, followed by 24.2 percent belonging to family size of 5-7 members, 10.4 percent having less than 3 members and 5.8 percent having more than 7 members in their families

Further, majority of shoppers i.e. 86 percent shop with a companion and 14 percent shoppers visited the retail outlet alone. Further 66 percent shoppers shop with children

In terms of distance covered by shoppers to reach to their current location for shopping majority of shoppers i.e. 24.6 percent covered a distance of 4-5 kms followed by 21.8 percent shoppers covering 3-4 kms, 21.2 percent covering 1-2 km. However 17.4 percent shoppers covered more than 5 kms and 15 percent covered 2-3 kms. Thus majority of shoppers ie 82.6 percent covered 1-5 kms to reach to their destined retail outlet

Table 1 ANOVA-Age vs Store attributes

Store attributes		Sum of Squares	df	Mean Square	F	Sig.
ambience	Between Groups	3.372	2	1.686	1.456	.234
	Within Groups	575.370	497	1.158		
	Total	578.742	499			
Location	Between Groups	1.269	2	.634	.518	.596
	Within Groups	608.673	497	1.225		
	Total	609.942	499			
safety and Security	Between Groups	.460	2	.230	.240	.787
	Within Groups	476.602	497	.959		
	Total	477.062	499			
In store promotions	Between Groups	72.075	2	36.037	27.581	.000
	Within Groups	649.387	497	1.307		
	Total	721.462	499			
Dressing room and restrooms	Between Groups	26.448	2	13.224	16.571	.000
	Within Groups	396.614	497	.798		
	Total	423.062	499			

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Children play area	Between Groups	7.949	2	3.974	4.154	.016
	Within Groups	475.539	497	.957		
	Total	483.488	499			
Parking facility	Between Groups	60.353	2	30.176	27.694	.000
	Within Groups	541.559	497	1.090		
	Total	601.912	499			
Convenient shopping hours	Between Groups	2.263	2	1.132	1.452	.235
	Within Groups	387.425	497	.780		
	Total	389.688	499			
Trained sales staff	Between Groups	1.514	2	.757	.857	.425
	Within Groups	438.828	497	.883		
	Total	440.342	499			
Trust with store	Between Groups	185.123	2	92.561	282.791	.000
	Within Groups	162.675	497	.327		
	Total	347.798	499			
Loyalty prog	Between Groups	1.822	2	.911	1.232	.293
	Within Groups	367.466	497	.739		
	Total	369.288	499			
Quality of fellow shopper	Between Groups	3.213	2	1.606	3.376	.035
	Within Groups	236.499	497	.476		
	Total	239.712	499			
Ease of checkout	Between Groups	3.438	2	1.719	2.835	.060
	Within Groups	301.394	497	.606		
	Total	304.832	499			

(Significance seen at 5 percent level)

The results of ANOVA (Table 1) depict significant differences in six store attributes on the basis of shopper's age- store promotions, dressing and rest rooms, children play area, parking, trust and quality of fellow shoppers. The results are not significant for seven store attribute- ambience, location, safety and Security , convenient shopping hours, trained staff, loyalty prog. and ease of checkout. Thus it can be concluded that there is no significant difference in choice of organised retail format with respect to store attributes on the basis of shopper's age. Thus age does not emerge as an important factor influencing shoppers' choice of organised retail format with respect to store attributes in the new normal

Table 2 ANOVA -Marital status vs Store attributes

Store attributes		Sum of Squares	df	Mean Square	F	Sig.
ambience	Between Groups	.217	1	.217	.187	.666
	Within Groups	578.525	498	1.162		
	Total	578.742	499			
Location	Between Groups	.349	1	.349	.285	.594
	Within Groups	609.593	498	1.224		
	Total	609.942	499			
safety and Security	Between Groups	12.124	1	12.124	12.987	.000
	Within Groups	464.938	498	.934		
	Total	477.062	499			
In store promotions	Between Groups	2.754	1	2.754	1.908	.168
	Within Groups	718.708	498	1.443		
	Total	721.462	499			
Dressing room and restrooms	Between Groups	.074	1	.074	.087	.768
	Within Groups	422.988	498	.849		
	Total	423.062	499			
Children play area	Between Groups	20.732	1	20.732	22.311	.000
	Within Groups	462.756	498	.929		
	Total	483.488	499			
Parking facility	Between Groups	5.085	1	5.085	4.243	.040

	Within Groups	596.827	498	1.198		
	Total	601.912	499			
Convenient shopping hours	Between Groups	.787	1	.787	1.008	.316
	Within Groups	388.901	498	.781		
	Total	389.688	499			
Trained sales staff	Between Groups	.039	1	.039	.044	.835
	Within Groups	440.303	498	.884		
	Total	440.342	499			
Trust with store	Between Groups	6.515	1	6.515	9.507	.002
	Within Groups	341.283	498	.685		
	Total	347.798	499			
Loyalty prog	Between Groups	.004	1	.004	.006	.939
	Within Groups	369.284	498	.742		
	Total	369.288	499			
Quality of fellow shopper	Between Groups	.098	1	.098	.204	.652
	Within Groups	239.614	498	.481		
	Total	239.712	499			
Ease of checkout	Between Groups	1.000	1	1.000	1.639	.201
	Within Groups	303.832	498	.610		
	Total	304.832	499			

(Significance seen at 5 percent level)

The results of ANOVA (Table 2) depict significant differences only in four store attributes on the basis of shopper's marital status- safety and security, children play area, parking and trust . The results are not significant for other nine store attribute. Thus it can be concluded that there is no significant difference in choice of organised retail format with respect to store attributes on the basis of shopper's marital status. Thus marital status does not emerge as an important factor influencing shoppers' choice of organised retail format with respect to store attributes in the new normal

Table 3 ANOVA -Gender vs Store attributes

Store attributes		Sum of Squares	df	Mean Square	F	Sig.
ambience	Between Groups	.411	1	.411	.354	.552
	Within Groups	578.331	498	1.161		
	Total	578.742	499			
Location	Between Groups	15.092	1	15.092	12.635	.000
	Within Groups	594.850	498	1.194		
	Total	609.942	499			
safety and Security	Between Groups	158.455	1	158.455	247.674	.000
	Within Groups	318.607	498	.640		
	Total	477.062	499			
In store promotions	Between Groups	15.515	1	15.515	10.945	.001
	Within Groups	705.947	498	1.418		
	Total	721.462	499			
Dressing room and restrooms	Between Groups	7.169	1	7.169	8.585	.004
	Within Groups	415.893	498	.835		
	Total	423.062	499			
Children play area	Between Groups	.132	1	.132	.136	.712
	Within Groups	483.356	498	.971		
	Total	483.488	499			
Parking facility	Between Groups	.112	1	.112	.093	.761
	Within Groups	601.800	498	1.208		
	Total	601.912	499			
Convenient shopping hours	Between Groups	11.136	1	11.136	14.650	.000
	Within Groups	378.552	498	.760		
	Total	389.688	499			

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Trained sales staff	Between Groups	.000	1	.000	.000	.991
	Within Groups	440.342	498	.884		
	Total	440.342	499			
Trust with store	Between Groups	2.760	1	2.760	3.984	.046
	Within Groups	345.038	498	.693		
	Total	347.798	499			
Loyalty prog	Between Groups	5.057	1	5.057	6.914	.009
	Within Groups	364.231	498	.731		
	Total	369.288	499			
Quality of fellow shopper	Between Groups	2.006	1	2.006	4.202	.041
	Within Groups	237.706	498	.477		
	Total	239.712	499			
Ease of checkout	Between Groups	3.144	1	3.144	5.189	.023
	Within Groups	301.688	498	.606		
	Total	304.832	499			

The results of ANOVA (Table 3) depict significant differences in nine store attributes on the basis of shopper's gender- store promotions, dressing and rest rooms, location, safety and security, shopping hours, trust, loyalty prog., ease of checkout and quality of fellow shoppers. The results are not significant for four store attribute- pleasant ambience, parking children play area and trained staff. Thus gender emerges as an important factor influencing shoppers' choice of organised retail format with respect to store attributes

Table 4 ANOVA -Education vs Store attributes

Store attributes		Sum of Squares	df	Mean Square	F	Sig.
ambience	Between Groups	1.933	3	.644	.554	.646
	Within Groups	576.809	496	1.163		
	Total	578.742	499			
Location	Between Groups	3.761	3	1.254	1.026	.381
	Within Groups	606.181	496	1.222		
	Total	609.942	499			
safety and Security	Between Groups	.755	3	.252	.262	.853
	Within Groups	476.307	496	.960		
	Total	477.062	499			
in store promotions	Between Groups	90.138	3	30.046	23.606	.000
	Within Groups	631.324	496	1.273		
	Total	721.462	499			
Dressing room and restrooms	Between Groups	2.199	3	.733	.864	.460
	Within Groups	420.863	496	.849		
	Total	423.062	499			
Children play area	Between Groups	1.672	3	.557	.574	.632
	Within Groups	481.816	496	.971		
	Total	483.488	499			
Parking facility	Between Groups	3.830	3	1.277	1.059	.366
	Within Groups	598.082	496	1.206		
	Total	601.912	499			
Convenient shopping hours	Between Groups	10.239	3	3.413	4.462	.004
	Within Groups	379.449	496	.765		
	Total	389.688	499			
Trained sales staff	Between Groups	4.504	3	1.501	1.709	.164
	Within Groups	435.838	496	.879		
	Total	440.342	499			
Trust with store	Between Groups	5.049	3	1.683	2.435	.064
	Within Groups	342.749	496	.691		
	Total	347.798	499			

Loyalty prog	Between Groups	3.798	3	1.266	1.718	.162
	Within Groups	365.490	496	.737		
	Total	369.288	499			
Quality of fellow shopper	Between Groups	16.801	3	5.600	12.461	.000
	Within Groups	222.911	496	.449		
	Total	239.712	499			
Ease of checkout	Between Groups	6.231	3	2.077	3.450	.017
	Within Groups	298.601	496	.602		
	Total	304.832	499			

(Significance seen at 5 percent level)

The results of ANOVA (Table 4) depict significant differences in four store attributes on the basis of shopper's education- store promotions, convenient shopping hours, ease of checkout and quality of fellow shoppers. The results are not significant for nine store attribute-ambience, location, safety and security, dressing and rest rooms, parking, children play area, trained staff, trust and loyalty prog. Thus it can be concluded that there is no significant difference in choice of organised retail format with respect to store attributes on the basis of shopper's education. Thus education does not emerge as an important factor influencing shoppers' choice of organised retail format with respect to store attributes in the new normal

Table 5 ANOVA -Occupation vs Store attributes

Store attributes		Sum of Squares	df	Mean Square	F	Sig.
ambience	Between Groups	5.300	5	1.060	.913	.472
	Within Groups	573.442	494	1.161		
	Total	578.742	499			
Location	Between Groups	16.806	5	3.361	2.799	.017
	Within Groups	593.136	494	1.201		
	Total	609.942	499			
safety and Security	Between Groups	34.965	5	6.993	7.814	.000
	Within Groups	442.097	494	.895		
	Total	477.062	499			
In store promotions	Between Groups	73.283	5	14.657	11.170	.000
	Within Groups	648.179	494	1.312		
	Total	721.462	499			
Dressing room and restrooms	Between Groups	8.865	5	1.773	2.115	.062
	Within Groups	414.197	494	.838		
	Total	423.062	499			
Children play area	Between Groups	4.502	5	.900	.929	.462
	Within Groups	478.986	494	.970		
	Total	483.488	499			
Parking facility	Between Groups	11.657	5	2.331	1.951	.084
	Within Groups	590.255	494	1.195		
	Total	601.912	499			
Convenient Shopping hrs.	Between Groups	113.531	5	22.706	40.618	.000
	Within Groups	276.157	494	.559		
	Total	389.688	499			
Trained sales staff	Between Groups	3.649	5	.730	.826	.532
	Within Groups	436.693	494	.884		
	Total	440.342	499			
Trust with store	Between Groups	32.182	5	6.436	10.074	.000
	Within Groups	315.616	494	.639		
	Total	347.798	499			
Loyalty prog	Between Groups	7.323	5	1.465	1.999	.077
	Within Groups	361.965	494	.733		
	Total	369.288	499			
Quality of fellow shopper	Between Groups	3.193	5	.639	1.334	.248
	Within Groups	236.519	494	.479		

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	Total	239.712	499			
Ease of checkout	Between Groups	6.480	5	1.296	2.146	.059
	Within Groups	298.352	494	.604		
	Total	304.832	499			

(Significance seen at 5 percent level)

The results of ANOVA (Table 5) depict significant differences only in five store attributes on the basis of shopper's occupation- store promotions, convenient shopping hours, location, safety- security and trust. The results are not significant for other eight store attribute-pleasant ambience, dressing and rest rooms, parking, children play area, trained staff, ease of checkout, quality of fellow shoppers and loyalty prog. Thus occupation does not emerge as an important factor influencing shoppers' choice of organised retail format with respect to store attributes

Table 6 ANOVA -Yearly income vs Store attributes

Store attributes		Sum of Squares	df	Mean Square	F	Sig.
ambience	Between Groups	4.120	3	1.373	1.185	.315
	Within Groups	574.622	496	1.159		
	Total	578.742	499			
Location	Between Groups	5.596	3	1.865	1.531	.206
	Within Groups	604.346	496	1.218		
	Total	609.942	499			
safety and Security	Between Groups	4.536	3	1.512	1.587	.192
	Within Groups	472.526	496	.953		
	Total	477.062	499			
In store promotions	Between Groups	19.861	3	6.620	4.680	.003
	Within Groups	701.601	496	1.415		
	Total	721.462	499			
Dressing room and restrooms	Between Groups	5.737	3	1.912	2.273	.079
	Within Groups	417.325	496	.841		
	Total	423.062	499			
Children play area	Between Groups	50.749	3	16.916	19.389	.000
	Within Groups	432.739	496	.872		
	Total	483.488	499			
Parking facility	Between Groups	137.291	3	45.764	48.854	.000
	Within Groups	464.621	496	.937		
	Total	601.912	499			
Convenient shopping hours	Between Groups	15.340	3	5.113	6.775	.000
	Within Groups	374.348	496	.755		
	Total	389.688	499			
Trained sales staff	Between Groups	.327	3	.109	.123	.947
	Within Groups	440.015	496	.887		
	Total	440.342	499			
Trust with store	Between Groups	6.314	3	2.105	3.057	.028
	Within Groups	341.484	496	.688		
	Total	347.798	499			
Loyalty prog	Between Groups	31.750	3	10.583	15.552	.000
	Within Groups	337.538	496	.681		
	Total	369.288	499			
Quality of fellow shopper	Between Groups	14.100	3	4.700	10.333	.000
	Within Groups	225.612	496	.455		
	Total	239.712	499			
Ease of checkout	Between Groups	37.344	3	12.448	23.082	.000
	Within Groups	267.488	496	.539		
	Total	304.832	499			

The results of ANOVA (Table 6) depict significant differences in eight store attributes on the basis of shopper's income- store promotions, convenient shopping hours, and trust, parking facility, children play area , ease of checkout , quality of fellow shoppers and loyalty prog. The results are not significant for five store attribute-.dressing and rest rooms, trained staff, pleasant ambience, location and safety-security. Thus it can be concluded that there is significant difference in choice of organised retail format with respect to store attributes on the basis of shopper's income. Thus income emerges as an important factor influencing shoppers' choice of organised retail format with respect to store attributes in the new normal

Table 7 ANOVA -Family size vs Store attributes

Store attributes		Sum of Squares	df	Mean Square	F	Sig.
ambience	Between Groups	3.451	3	1.150	.992	.396
	Within Groups	575.291	496	1.160		
	Total	578.742	499			
Location	Between Groups	3.723	3	1.241	1.015	.386
	Within Groups	606.219	496	1.222		
	Total	609.942	499			
safety Security	Between Groups	5.939	3	1.980	2.084	.101
	Within Groups	471.123	496	.950		
	Total	477.062	499			
In store promotions	Between Groups	24.902	3	8.301	5.911	.001
	Within Groups	696.560	496	1.404		
	Total	721.462	499			
Dressing room and restrooms	Between Groups	1.111	3	.370	.435	.728
	Within Groups	421.951	496	.851		
	Total	423.062	499			
Children play area	Between Groups	40.781	3	13.594	15.230	.000
	Within Groups	442.707	496	.893		
	Total	483.488	499			
Parking facility	Between Groups	35.164	3	11.721	10.258	.000
	Within Groups	566.748	496	1.143		
	Total	601.912	499			
Convenient shopping hours	Between Groups	.710	3	.237	.302	.824
	Within Groups	388.978	496	.784		
	Total	389.688	499			
Trained sales staff	Between Groups	2.089	3	.696	.788	.501
	Within Groups	438.253	496	.884		
	Total	440.342	499			
Trust with store	Between Groups	.245	3	.082	.116	.950
	Within Groups	347.553	496	.701		
	Total	347.798	499			
Loyalty prog	Between Groups	.579	3	.193	.260	.854
	Within Groups	368.709	496	.743		
	Total	369.288	499			
Quality of fellow shopper	Between Groups	2.448	3	.816	1.706	.165
	Within Groups	237.264	496	.478		
	Total	239.712	499			
Ease of checkout	Between Groups	2.221	3	.740	1.213	.304
	Within Groups	302.611	496	.610		
	Total	304.832	499			

(Significance seen at 5 percent level)

The results of ANOVA (Table 7) depict significant differences only in three store attributes on the basis of shopper's family size- store promotions, parking facility and children play area The results are not significant for other ten store attribute. Thus family size does not

emerges as an important factor influencing shoppers’ choice of organised retail format with respect to store attributes

Thus shopper’s gender and income emerge as important attributes influencing shoppers’ choice of organised retail format with respect to store attributes in the new normal. However age, marital status, education, occupation and family size does not emerge as an important attributes influencing shoppers’ choice .Thus H2 : *Shopper’s education & occupation are important factors influencing shopper’s preference of organized retail formats based on store attributes* is rejected.

The research also tries determine the store related attributes that are important in influencing the Shoppers’ preferences of organised retail formats in the new normal. Factor analysis is performed (Table 8) and it classifies the store related attributes into five factors.

Table 8 Factor analysis – Store attributes

Store Attributes/Factor	Image enhancer	Loyalty & operational ease	Convenience & safety	Physical facilities	Ambience
1.In store Promotion	0.817				
2.Trust	0.701				
3.Trained sales staff	0.602				
Eigen Value	1.747				
% Variance	13.435				
Cumulative variance	13.435				
4. Loyalty Prog.		0.793			
5.Ease of check out		0.756			
6.Fellow shoppers		0.376			
Eigen Value		1.527			
% Variance		11.747			
Cumulative variance		25.182			
7.Convenient shopping hours			0.621		
8. safety and Security			0.591		
9. location			0.567		
Eigen Value			1.306		
% Variance			10.044		
Cumulative variance			35.226		
10. Parking facility				0.705	
11. Dressing & rest room				0.556	
12.Children play area				0.464	
Eigen Value				1.222	
% Variance				9.397	
Cumulative variance				44.623	
13.Ambience					0.897
Eigen Value					1.011
% Variance					7.769
Cumulative variance					52.392

- The five factors account for 52.392 percent of variance. The first factor ‘Image enhancer’ store attribute appear as most important factor comprising of in store promotions (.817) ,Trust (.701)and trained sales staff (.602) .These explain 13.435 percent of variance.

- ‘Loyalty & operational ease’ store attributes appear as next important factor explaining 11.747 percent of variance. It comprises of loyalty prog. (.793), ease of checkout (.756) and fellow shoppers (.376).
- Third factor ‘convenience & safety’ explain 10.044 percent of variance. It comprises of Convenient shopping hours (.621),safety-Security (.591) and location (.564)
- Fourth factor “Physical facilities’ account for 9.397 percent of variance. It comprises of parking (.705) , dressing and rest rooms (.556) and children play area (.464)
- Fifth factor ‘ambience’ account for 7.769 percent of variance comprising of ambience(.897).

Thus results show that promotions ,trust, trained staff which are part of first factor which is the most important factor influencing preference of retail format, are important product attributes having higher factor loading value. Further, there is not drastic difference among first four factors in terms of their accountability of variance Thus convenient shopping hours which is part of third factor and has higher factor loading value is also important store attributes influencing preference of retail format in the new normal. Thus H1 is accepted

6. CONCLUSION

The present study is not only of use for academia for further research but also enables retailers and manufacturers with valuable shopper insight which could help them develop strategies to remain competitive in highly competitive retailing environment .A superior insight of the shopper helps the retailers along with manufacturers not only in efficient management of current portfolio of products but also in introduction of new offerings and delighting shoppers. The findings provide insight about important retailing attributes which can help retailers in designing the retailing experience more efficiently.

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