

# Purchasing Perceptivity and Insightful Habit Approach of the Consumers in Retail Markets Reference to Kashmir Markets

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## Abstract

This paper is going to highlight the purchasing perceptivity of the consumers and their perception over the shopping from the retailers at different area of the Kashmir if we look after the world wide consumers are the real king of the markets either the wholesale level or at the retailer level it all by the orientation of the consumer whatever consumer demands market should present the same to the general public, in this paper this study is going to present the purchasing perception and on behaviour related traits of consumers over the same marketing, it needs questionnaire to find out and I had organised the same for the data collection on the basis of the followings objectives like to study about the perception of consumers over the retail markets of Kashmir on the base of random sampling and by the distribution of questionnaires among the 250 respondents to assess the core objectives of the study and in this paper I am going apply the *chi square* test for checking the significance of the reliability of the data with the help of percentile method, average method.

**Keywords:** Consumer • Demand • Traits • Product • Behaviour • Retail • Markets

## Introduction

Purchasing is a universal activity of a market which observed same at every place in every nation through business or organization people uses to obtain goods or services in order to meet their daily basis needs and to achieve their desired goals. Although there are plenty number of organizations that attempt to set standards in the purchasing process which can vary greatly between organizations.

Purchasing is part of the wider procurement process, which typically also includes expediting, supplier quality, transportation, and logistics. Functionally purchasing is a mechanism material provider to the factories in order to move its wheels on for survival of the dependent subject (Figure 1) [1].



Figure 1. Purchasing.

## Purchasing

Purchasing has a dual role nature because, it helps the business departments and public to identify their basic needs and demands and to get managed the requisitions of demand at genuine price, quantity and quality at right place to right consumer we see naturally two types of purchasing likewise online purchasing and offline purchasing as follows:

**Offline purchasing:** The traditionally purchasing habit is adopted through worldwide purchasing is being counter to the present is offline mode of purchasing, this way of purchasing is one of the best to motivate yourself and satisfy yourself besides these all it gives influence and provide atmosphere to the general public to enjoy their decision power or purchasing power at the moment and it provide opportunity to the customer and businessmen to share their feelings, emotions and most importantly exchange their best of behaviour in order to swing the mood of consumer of businessmen.

**Online purchasing:** Online purchasing is also a good tool that can enable customer to save their best time, customer having multiple choice to adopt it and can done at room, washroom, bed etc.

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## Materials and Methods

Sulekha and Kiran concluded that in India more than 72% population lives in villages and FMCG companies are famous for selling their products to the middle-class households; it implies that rural India is a profitable and potential market for FMCG producers. Rural consumers' incomes are rising and now they are more willing to buy products which improve their lifestyle. Producers of FMCG have to craft unique marketing strategies exclusively for rural consumers. In this process they need to understand the rural consumer buying behaviour which may differ geographically. The present study focuses on understanding the rural consumer buying behaviour for FMCG in Haryana. The study emphasizes on the factors which influence the purchasing pattern of rural consumers. The study was conducted in four districts of Haryana namely Panipat, Jind, Kuruksetra and Gurgaon [2].

Deliya observed the importance of packaging design as a vehicle for communication for packaged FMCG products. This research utilized a focus group methodology to understand consumer behaviour towards such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding consumer's behaviour towards the packaging of FMCG products. When consumers search for the process information in-store, the product's package can contain relevant and useful information for the consumer. Product packaging forms the end of the 'promotion-chain' and is close in time to the actual purchase and may therefore play an important role in predicting consumer outcomes. Packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product [3].

Tauseef magnified to find the variables/factors that affect customer impulsive buying behaviour in FMCG sector considering retail market in India. The impact of various impulse buying factors like sales and promotions, placement of products, window merchandising, effective price strategy etc., on customer buying behaviour have been analyzed. A hypothetical model was created in this paper, which had been taken into consideration for our research work on impulse buying behaviour of consumers. The study is based on the primary data collected from shopping malls, handlooms and marts from the area of Jodhpur with the help of structured questionnaire on Likert scale. Data analysis has been done using SPSS software. The statistical analysis method employed in this study was Factor Analysis. After the thorough analysis of the available data it was found that since income of each individual is increasing and more and more people are moving towards western culture in dressing sense, in eating etc., so the purchasing power of people has really gone up and thus the impulsive buying of commodities is on a high trend mainly due to pricing strategies of retail players and full festival offers throughout the year,

Lakshmi Narayana k, Ajata Shathru Samal and P Nagarajarao in their study unorganized retailers in the vicinity of organized retailers are heavily affected in terms of profit and volume. The factors which are attracting the customers towards unorganized retailers are

location convenience, goodwill, credit facility, bargaining, loose items, convenient timings, and home deliver [4,5].

### Objectives

To study the perceptivity knowledge of the consumers.

### Data analysis

In this research study the statistical tools were used to analyse the collected primary data for computing the primary data. It involves a lots of calculation and computations. The following analyses were used, likewise frequency tables, averages, percentages, and Friedman rank test were used to find the habits of consumers purchasing perceptivity from retail markets either offline and online products

### Research methodology

As consumer habitual strategy have seen revamping at day by day lives everywhere particularly in study area, consumers or customers have been featured in this research study, the consumer habitual programs among online and offline products in retail markets of Kashmir valley. For covering the results of this study random sampling method was used. Both primary and secondary data were used.

### Limitations of the study

Through the worldwide research studies have some limitations faced or given over due to the environment conditions and other issues too under which a research is to be done. Correspondingly in this study it also cramped to some limitations as discussed below:

- Since the research study was taken place only in Kashmir valley with recording only major district areas only, so the observations and conclusion may not be applicable to other districts.
- This study limited to the retail markets.
- The biased prospect of the respondent would be another cause of the constraints.
- This research study is based upon the opinions expressed only by the respondents of those particular districts of Kashmir valley.

## Results and Discussion

### Analysis of data interpretation and discussion of results

Are you aware about the changing consequences that are upcoming with day to day challenges in retail sector?

The below data Table 1 explains the awareness among the retailers about the changing consequences that are upcoming with day to day challenges in retail sector the distribution as, 180 retailers are those who said yes they are aware about the changing consequences that are upcoming with day to day challenges in retail sector and their percentage is 72%, 70 respondents are those who said they are aware about the changing consequences of day to day challenges and their percentage is 28% (Figure 2) [6,7].

S. no.	Variable	Total	%
1	Yes	180	72%
2	No	70	28%
	Total	250	100%

**Table 1.** The awareness among the retailers about the changing consequences that is upcoming with day to day challenges in retail sector the distribution.



**Figure 2.** Changing consequences chart.

Do you agree with (the above context) that the retail industry is getting into new face day by day?

The below data Table 2 defines the distribution of the retail industry is getting into new face day by day as 150 respondents are those who said yes retail industry getting new face day by day and their percentage is 60%, 100 respondents are those who said no retail industry does not getting new face day to day and their percentage is 40% (Figure 3) [8].

S. no.	Variable	Total	%
1	Yes	150	60%
2	No	100	40%
	Total	250	100%

**Table 2.** The distribution of the retail industry is getting into new face day by day.



**Figure 3.** Retail industry getting new face day to day total.

Do you agree that the consumer behaviour is changed according to its choice, taste, preferences, beliefs, attitude, loyalty, quality of product etc.

The below data Table 3 defines the distribution of the consumer behaviour is changed according to its choice, taste, preferences, beliefs, attitude, loyalty, quality of product etc. as likewise 190 respondents are those who said yes these factors can change the behavior of the consumers and their percentage is 76%. 60 respondents are those who said no there will be no change into the behaviour of the consumer and their percentage is 24% (Figure 4) [9].

S. no.	Variable	Total	%
1	Yes	190	76%
2	No	60	24%
	Total	250	100%

**Table 3.** The consumer behaviour is changed according to its choice, taste, preferences, beliefs, attitude, loyalty, quality of product etc.

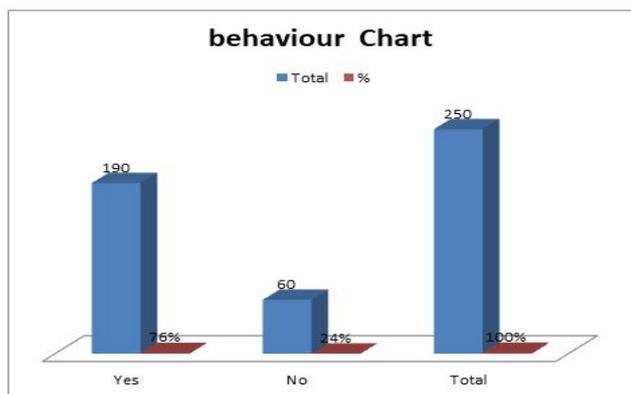


Figure 4. Behaviour chart.

Do you agree with the change in the retail formats in the parameters like billing system, card facility (debit/credit), discount offers, services offered, parking facility, different varieties, quality marked products and reliability [10].

The below data Table 4 gives the distribution of the change in the retail formats in the parameters like billing system, card facility (debit/credit), discount offers, services offered parking facility, different varieties, quality marked products and reliability as we have recorded the responses accordingly like 200 respondents are those who said yes and their percentage is 80% and 50 respondents are those who said no and their percentage is 20% (Figure 5) [11].

S. no.	Variable	Total	%
1	Yes	200	80%
2	No	50	20%
	Total	250	100%

Table 4. The distribution of the change in the retail formats in the parameters like billing system, card facility (debit/credit), discount offers, services offered parking facility, different varieties.

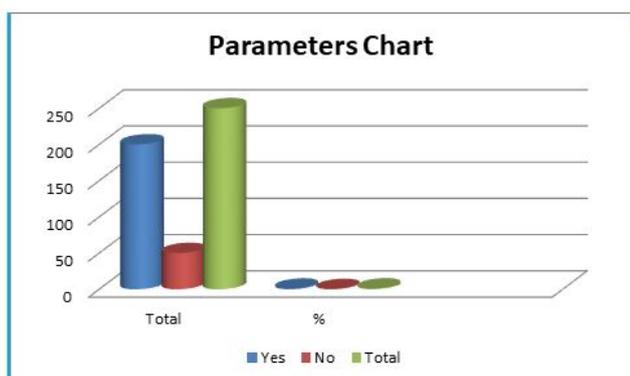


Figure 5. Parameters charts.

Do you advertise your product brand?

The below data in Table 5 gives the distribution of the retailers as they do advertise their product brand r not and this study have seen as 40 respondents are those who said yes and their percentage is 16%, 210 respondents are those who said no they did not advertise their brand product and their percentage is 84% (Figure 6) [12].

S. no.	Variable	Total	%
1	Yes	40	16%
2	No	210	84%
	Total	250	100%

Table 5. The distribution of the retailers as they do advertise their product brand.

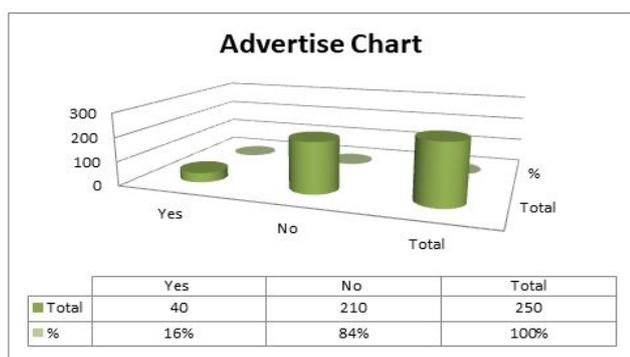


Figure 6. Advertise chart.

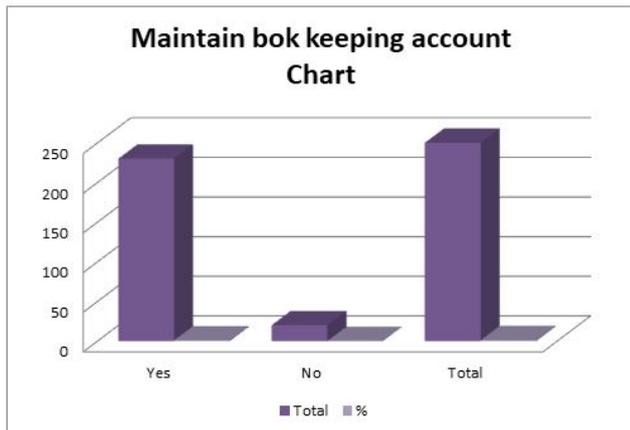
Do you maintain a book keeping account?

The below data Table 6 explains the distribution that did the retailers maintain the booking keeping as 230 retailers are those who

said yes we maintain the book keeping account and their percentage is 92%, 20 retailers are those who said no we did not maintain the book keeping account and their percentage is 8% (Figure 7) [13].

S. no.	Variable	Total	%
1	Yes	230	92%
2	No	20	8%
	Total	250	100%

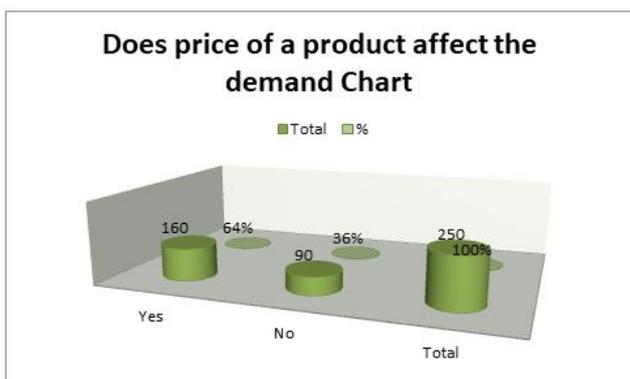
**Table 6.** The distribution that did the retailers maintains the booking keeping.



**Figure 7.** Maintain book keeping account chart.

S. no.	Variable	Total	%
1	Yes	160	64%
2	No	90	36%
	Total	250	100%

**Table 7.** The distribution of the does price of a product affects its demand.



**Figure 8.** Does price of a product affect the demand chart?

Does price of a product affects its demand?

The below data Table 7 explains the distribution of the does price of a product affects its demand as 160 respondents are those who said yes price of a product affects the demand and their percentage is 64% and 90 retailers said that price of a product does not affect the demand of a product and their percentage is 36% (Figure 8).

Does your consumer purchase items for their personal consumption?

The below data Table 8 explains the distribution of a consumer purchase items for their personal consumption as 200 respondents are those who said yes consumer purchase the items for their personal consumption and their percentage is 80% and 50 respondents are those who said consumers did not purchase the items for their personal consumption (Figure 9).

S. no.	Variable	Total	%
1	Yes	200	80%
2	No	50	20%
	Total	250	100%

**Table 8.** The distribution of a consumer purchase items for their personal consumption.

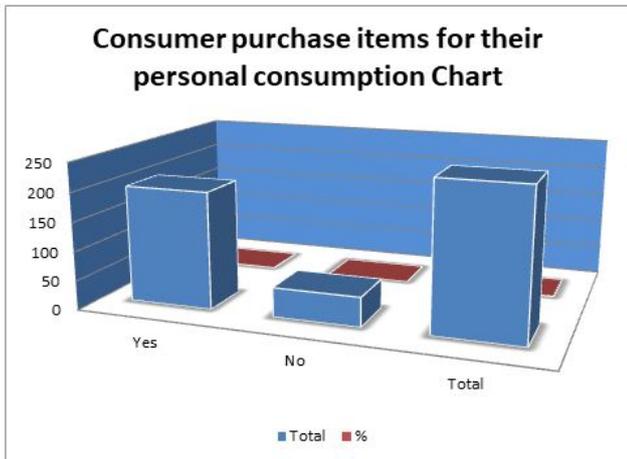


Figure 9. Consumer purchase items for their personal consumption chart.

How well do you spent on your logistics?

The below data Table 9 explains the retailers spent on their logistics as 10 respondents are those who said they spent on airways for their logistics and their percentage is 4%, 120 respondents are those who said they spent on roadways and their percentage is 48%, 70 respondents are those who said they spent railways and their percentage is 28%, 50 respondents are those who said they spent on shipping and their percentage is 20% (Figure 10).

S. no.	Variable	Total	%
1	Airways	10	4%
2	Roadways	120	48%
3	Railways	70	28%
4	Shipping	50	20%
	Total	250	100%

Table 9. The retailers spent on their logistics as 10 respondents are those who said they spent on airways for their logistics and their percentage.

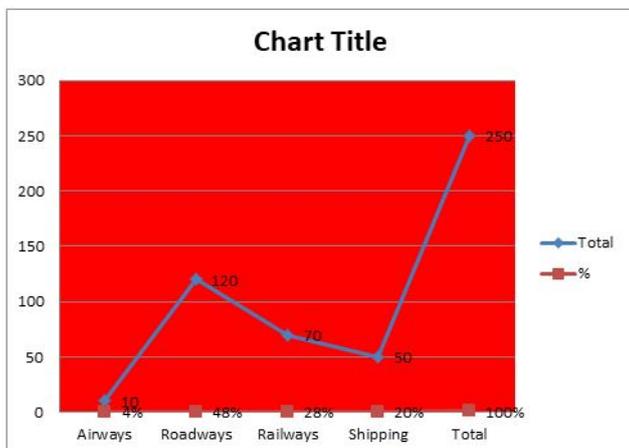


Figure 10. Chart title.

How good is your supply chain maintained?

The below data Table 10 explains the distribution of the supply chain maintained by the retailers as, retailers said they get product supply from direct from manufacturers and their percentage is 40%, 20 respondents are those who said they get product supply from retailers and their percentage is 8%, 130 retailers are those who said they get product supply from the wholesalers and their percentage is 52% (Figure 11).

S. no.	Variable	Total	%
1	Direct from manufactures	100	40%
2	From retailers	20	8%
3	From wholesalers	130	52%
	Total	250	100%

Table 10. The distribution of the supply chain maintained by the retailers.

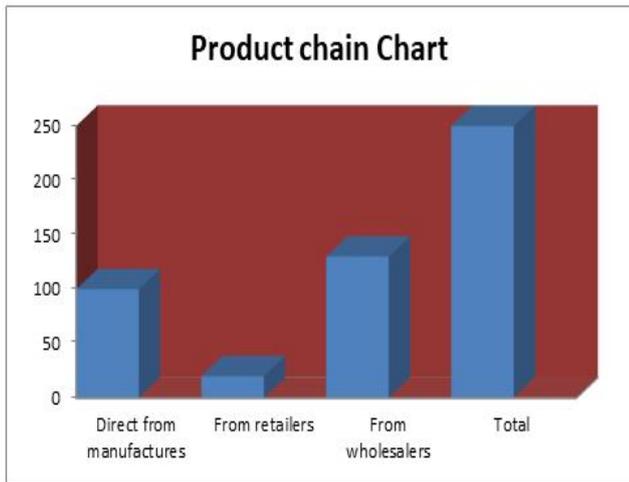


Figure 11. Product chain chart.

What were the hurdles faced by you when you entered the retail market.

The below data Table 11 explains the hurdles faced by retailers while they entered into the retail market as 50 respondents as those who said they face the hurdles due to increase in the interest rates of banks and there percentage is 20%, 30 retailers are those who said they face hurdles due to credit availability from wholesalers and there percentage is 12%, 30 respondents are those who said they face hurdles while they entered into retail market due to investment made in business and their percentage is 12%. 10 retailers who said they face hurdles and their percentage is 4%, 40 respondents are those who said they face hurdles while they enter into the retail market due to interior designing of your shop/showrooms and their percentage is 16%, 20 respondents are those who said they face hurdles while they enter into the retailer market maintaining large inventory and their percentage is 8%, 50 respondents are those who said yes they face hurdles while they enter into the retail market due to competition from other markets and their percentage is 20%, 20 respondents are those who said they face hurdles while they entered into the market due to increase in electricity rates and their percentage are 8% (Figure 12).

S. no.	Variable	Total	%
1	Increase in the interest rates of banks	50	20%
2	Credit availability from wholesalers	30	12%
3	Investment made in business	30	12%
4	Infrastructure facilities	10	4%
5	Interior designing of your shop/showrooms	40	16%
6	Maintaining large inventory	20	8%
7	Competition from other markets	50	20%
8	Increase in electricity rates	20	8%
	Total	250	100%

Table 11. The hurdles faced by you when you entered the retail market.

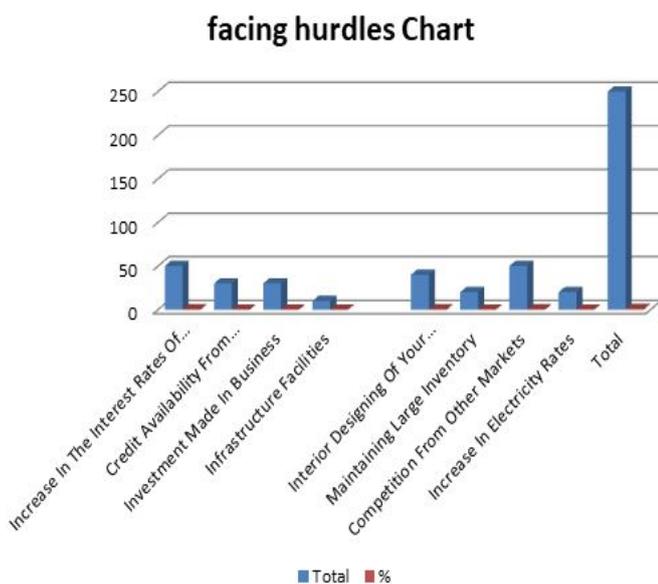


Figure 12. Facing hurdles chart.

### Findings

- Regarding the awareness among the retailers about the changing consequences that are upcoming with day to day challenges in retail sector and most of the respondents are seen by this study that 72% are those who are having awareness about the changing consequences that are upcoming with day to day challenges in retail sector and this study also recorded the lowest percentage of responses of the respondents and their percentage is 28%.
- Regarding the retail industry getting into new face day by day and we have that most of the respondents seen said yes and their percentage is 60% and this study also recorded the lower responses of respondents and their percentage is 40% and who said n retail industry did not getting new face day to day.
- Regarding the consumer behavior is changed according to its choice, taste, preferences, beliefs, attitude, loyalty, quality of product etc., and this study has seen that most of the consumers said yes their behavior can change on base of the factors mentioned above and their percentage is 76% and followed by the consumers who replied no that their behavior does not change by means of the factors and their percentage is 24%.

- Regarding the change in the retail formats in the parameters like billing system, card facility (debit/credit), discount offers, services offered parking facility, different varieties, and quality marked products and reliability and it indicates that most of respondents are following the same belief that product have such features and their percentage is 80% and followed by the 20% respondents who said no.
- Regarding the advertise of the product brand and we have seen that most of retailers said that they did not advertise their brand product and their percentage is 84% and followed by the low percentage of the respondents who said yes they do and their percentage is 16%.
- Regarding the maintenance of book keeping account and we have seen that most of retailers are those who are maintaining the book keeping account and their percentage is 92% and this study also recorded the lower percentage of the retailers/ respondents and the percentage is 8% who did not maintain the book keeping account.
- Regarding the price of a product and as we have seen by this study that most of the respondents said yes that price of a product does affect the demand of a product and this study also recorded the low level of responses who said no that price of a product does not affect the demand of a product.
- It is found regarding does consumer purchase items for their personal consumption as higher percentage of the retailers who said yes consumer purchase items for their personal consumption and their percentage is 80% and followed by the lower percentage of retailers who said no regarding the same issue.
- It is seen regarding the spent on the logistics and we have recorded as the higher percentage of retailers those who spent on roadways and followed by the railways and shipping with the percentage of 48%, 28% and 20% and this study also recorded the lower percentage of responses and their percentage is 4% who spent on airways.
- It is found regarding the supply chain of products maintained by the retailers as we have seen that most of the retailers are there who said they get the product supply from the wholesalers and their percentage is 52% and followed by the 40% retailers who said they have product chain from the direct manufacturers and followed by the lower percentage of retailers who get the goods from retailers and their percentage is 8%.
- Behavior of the customers is based on the different factors and retail industries should make such efforts to know what exactly customer need and what their need satisfy their want.
- Retailers should do such acts like to gain more response from the customers and race the competition as well.
- Retailers should also take such initiatives regarding promotion even retail industries must help them to sort out the same case which will help them to get more attraction from the customers towards the products.
- Retailers should also maintain the account books for their self-purpose too even for the better future too and for the smooth accountability.
- Product should be attractive and must seduce the consumer by means of price a reasonable price should be fixed on the products which will be effective in future.
- Most of the consumers are seen self-interested purchasing in the Kashmir and retailers should maintain this level continue which will help full for the sales and also for the satisfaction too and along with it should also modify others goods too.
- Production companies should also take imitative to make the easy way for the supply of product to the market and make better channel for distribution of the production which will be fruitful for the retailers.
- Provide easy supply of production to the retailers for the market.
- Government policy and the company's provisions should sustain the good environment for the consumers while they enter into the market.
- Production companies should look after into the market and provide the same production the retailers that what exactly consumers demand is.
- Provide good policies day to day life of the retailing marketing that retailers can sustain their business further.

## Suggestions

Retail marketing is growing very fast from all the corners like nationally, internationally however retailing market depends upon the socio economic factors related to the state the following suggestion we have provide after analyzing the 250 retailers of the Kashmir markets as follows.

- Suggestion regarding the awareness and we have seen that most of the retailers are aware and companies should give update regularly related to the day to day changing of the market this will be helpful tool for the retailers.
- The retail industries should be updated and should make research on base of market and to introduce the equivalent to the satisfaction of the customer.

## Conclusion

The final step is regarding the conclusion of the stated study and it is observed that the habit or behavior of the consumer purchasing perceptivity varies from person to person from the online or offline retail markets of the Kashmir valley, this study has worked on many factors in respect of retail marketing or markets likewise offline or online which would become as motivation for the retailers besides that it helps them to take revert from their choice to quality before the presentation or installing of products in the retail markets, the awareness and knowledge or experience are the main factors which can change the sales turn over from 0 to 10% and 10% to 99% and in this study it is seen that retailers or service producers needs to keep modify their services and products or even themselves regarding the consumers choice and their taste likewise what, which when and where, consumers can buy.

Retailers should remain up to date with the new innovations, creations technology and with the new trends of the market that what public needs in the market. Service after sale can become influencing movement for the consumers, in this study we have seen that retailer did not provide services, security of taxes and rates should be another factor for the motivation and regarding the criteria of the future scope of the retail business or markets is also based upon it, and we have seen that future scope of the retailers varies from

person to person on goods to goods like as, most of the respondents who have seen said yes and their percentage is higher like 84%, 80%, 84%, 72% and 76% their responses is yes over the stated variables on base of the future scope and this study also recorded the lower percentage of responses on the said variables on the above given table as 16%, 20%, 16%, 28%, 24% respectively it needs to be execute very clearly that they can rely over the said markets.

## Scope for Further Research

This study was carried out in Kashmir valley with reference to retail markets either offline or online. The researcher recommends that the following scope for further research in retail markets.

- Any study can be carried out by comparing any 2 retail market product.
- Consumer habit may vary from time to time so, therefore any research can be carried out by comparing 2 types of consumers like income based, gender based or education based.

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