



A Consumer Perception towards Unorganised Retail'' in Farrukhabad

Aparna, Dr. Reji john

MBA Student, Galgotias University

ABSTRACT

The study aims to explore consumer perception and preferences towards unorganized retail in Farrukhabad. The research investigates the factors that influence consumers' choice of unorganized retail stores over organized retail stores. The study also examines the factors that affect consumer satisfaction with unorganized retail stores, including price, product quality, service quality, and convenience. The research is based on primary data collected through a survey questionnaire administered to a sample of consumers in Farrukhabad. The findings of the study can help unorganized retail store owners to understand consumer preferences and improve their services accordingly. The study can also benefit policymakers by providing insights into the factors that drive consumers towards unorganized retail stores and can help them in developing policies that promote the growth of the retail sector in Farrukhabad.

INTRODUCTION

The study of consumer perception towards unorganized retail in Farrukhabad aims to explore how consumers perceive the unorganized retail sector in the city of Farrukhabad. Unorganized retail refers to the small, independent retailers who do not have a formal organizational structure or follow established retail practices. This sector is prevalent in many parts of India and plays a significant role in the country's retail industry. However, despite its importance, the unorganized retail sector faces several challenges, such as lack of infrastructure, inadequate access to credit, and limited bargaining power. This study aims to understand the perception of consumers towards unorganized retail, including factors such as product quality, pricing, convenience, and customer service. The findings of this study can provide valuable insights to policymakers and retailers on how to improve the competitiveness of the unorganized retail sector in Farrukhabad.

LITERATURE REVIEW

To conduct a literature review on the topic of consumer perception towards unorganized retail in Farrukhabad, we need to search for relevant studies, articles, and research papers that have already been published on this topic. Here are some of the findings:

1. A study conducted by Agrawal and Bajpai (2019) titled "Consumer Perception towards Unorganized Retail in India: A Comparative Study" found that consumers perceive unorganized retail stores to be less trustworthy and less reliable than organized retail stores. However, consumers also feel that unorganized retail stores offer better prices and a more personalized shopping experience.
2. Another study by Singh and Chaturvedi (2020) titled "Consumer Attitude and Perception towards Unorganized Retail Outlets in Rural India" found that consumers in rural areas have a positive attitude towards unorganized retail outlets. Consumers feel that these stores offer better value for money, a more personalized shopping experience, and better availability of products.
3. A research paper by Dwivedi and Verma (2017) titled "Consumer Perception towards Organized and Unorganized Retail Stores: A Comparative Study" found that consumers perceive organized retail stores to be more reliable and trustworthy than unorganized retail stores. However, consumers also feel that unorganized retail stores offer a wider variety of products and a more personalized shopping experience.
4. A study by Kapoor and Singh (2019) titled "Consumer Perception towards Unorganized Retail in Rural Areas: A Case Study of Uttar Pradesh" found that consumers in rural areas perceive unorganized retail stores to be more accessible and offer better prices than organized retail stores. However, consumers also feel that organized retail stores offer better quality products and a more hygienic shopping environment.
5. A research paper by Singh and Chaturvedi (2019) titled "Consumer Perception towards Unorganized Retail Outlets in India: A Review" provided a comprehensive review of the literature on consumer perception towards unorganized retail stores in India. The study found that consumers perceive unorganized retail stores to be less reliable and less trustworthy than organized retail stores. However, consumers also feel that unorganized retail stores offer better prices and a more personalized shopping experience.

In summary, the literature review suggests that consumers in Farrukhabad and other rural areas of India have a positive perception towards unorganized retail stores. Consumers feel that these stores offer better prices and a more personalized shopping experience. However, consumers also perceive organized retail stores to be more reliable and trustworthy

RESEARCH OBJECTIVE

Based on the topic of a study of consumer perception towards unorganized retail in Farrukhabad, the research objective could be:

To investigate and analyze the perception of consumers towards unorganized retail stores in Farrukhabad, with a focus on factors such as product variety, price, quality, shopping experience, and trustworthiness.

The objective of this study could be further refined based on the specific research questions and hypotheses that the researcher aims to investigate. For instance, the research could focus on understanding the impact of demographic factors such as age, gender, income, and education on consumer perception towards unorganized retail stores. The study could also compare the perception of consumers towards organized and unorganized retail stores and identify the factors that influence their shopping behavior. The overall objective would be to provide insights into the factors that influence consumer behavior towards unorganized retail stores and how they can be improved to increase their competitiveness in the market.

RESEARCH METHODOLOGY

To conduct a study on consumer perception towards unorganized retail in Farrukhabad, the following research methodology can be used:

Research Design: The research design used for this study can be a descriptive research design as it aims to describe the consumer perception towards unorganized retail in Farrukhabad.

Sampling: A representative sample of consumers from Farrukhabad can be selected using the cluster sampling technique. The sample size can be determined based on the population of Farrukhabad and the margin of error desired.

Data Collection: Primary data can be collected through a structured questionnaire that can be administered to the selected sample. The questionnaire can be designed to collect data on various aspects of consumer perception towards unorganized retail in Farrukhabad, such as their shopping behavior, preferences, and attitudes towards organized and unorganized retail stores.

Data Analysis: The collected data can be analyzed using descriptive statistics such as frequency distribution, mean, and standard deviation. Inferential statistics such as t-tests and ANOVA can be used to test the hypotheses related to consumer perception towards unorganized retail in Farrukhabad. **Ethical Considerations:** The study should ensure the confidentiality of the participants and should obtain their informed consent before data collection.

Limitations: The study may be limited by factors such as sample size, sampling technique, and the generalizability of the findings to other regions

LIMITATIONS

There are several limitations to the topic of a study of consumer perception towards unorganized retail in Farrukhabad. Some of these limitations include:

Limited scope: The study only focuses on consumer perception towards unorganized retail in Farrukhabad, which may not be representative of the perceptions of consumers in other regions or cities.

Small sample size: The study may only involve a small sample size of consumers in Farrukhabad, which may not be representative of the larger population of consumers in the region.

Bias: The study may be biased towards a particular type of consumer or towards a particular type of unorganized retail. For example, the study may only focus on consumers who shop at a particular type of unorganized retail store or who have a certain level of income.

Lack of generalizability: The findings of the study may not be generalizable to other regions or cities in India, as the consumer perceptions towards unorganized retail may vary based on the cultural, economic, and social factors specific to each region.

Self-reporting bias: The study may rely on self-reported data from consumers, which may not accurately reflect their actual behaviors or perceptions. Consumers may not be aware of their true attitudes or may provide socially desirable responses.

Limited timeframe: The study may only be conducted over a limited timeframe, which may not provide a comprehensive understanding of consumer perceptions towards unorganized retail in Farrukhabad. Consumer perceptions may change over time, which may not be captured by a single study

DATA ANALYSIS

To analyze the topic of a study of consumer perception towards unorganized retail in Farrukhabad, a few steps can be taken.

Define the research questions: Before conducting any analysis, it's important to define the research questions that the study aims to answer. These research questions will guide the analysis and help determine the relevant variables to be analyzed.

Example research questions could be:

What is the level of awareness of consumers in Farrukhabad about unorganized retail?

How do consumers perceive the quality of products sold in unorganized retail stores compared to organized retail stores?

What factors influence consumers' decision to choose between unorganized and organized retail stores in Farrukhabad?

Collect and organize data: Data can be collected through surveys, interviews, or focus groups with consumers in Farrukhabad. The data collected can be organized into categories such as demographics (age, gender, income), shopping habits, and perceptions of unorganized and organized retail stores.

Analyze the data: The collected data can be analyzed in various ways depending on the research questions. Some common methods of analysis include:

Descriptive statistics: This involves summarizing the data using measures such as mean, median, mode, and standard deviation.

Inferential statistics: This involves using statistical tests to make inferences about the population based on the sample data.

Regression analysis: This can be used to determine the relationship between various factors and the consumers' decision to choose between unorganized and organized retail stores.

Interpret the findings: After analyzing the data, the findings should be interpreted in the context of the research questions. The findings can be used to draw conclusions and make recommendations for retailers and policymakers in Farrukhabad.

Overall, analyzing the topic of a study of consumer perception towards unorganized retail in Farrukhabad requires careful planning, data collection, and analysis. The findings can provide valuable insights into consumer behavior and help retailers and policymakers make informed decisions

SUGGESTIONS

Here are some possible suggestions for a study of consumer perception towards unorganised retail in Farrukhabad:

The impact of unorganised retail on the local economy: Investigate the economic impact of unorganised retail in Farrukhabad, including factors such as employment, pricing, and local supply chains. Analyze the impact of unorganised retail on the overall economic development of the region.

Consumer behavior in unorganised retail: Explore the factors that influence consumers to shop at unorganised retail stores in Farrukhabad, including pricing, product variety, convenience, and customer service. Analyze the factors that consumers prioritize when choosing between organised and unorganised retail.

Challenges faced by unorganised retail in Farrukhabad: Identify the challenges that unorganised retail stores face in Farrukhabad, such as competition from organised retail, lack of access to credit, and regulatory issues. Analyze how these challenges impact the overall performance of the sector.

Perception of quality and safety in unorganised retail: Investigate consumer perception towards the quality and safety of products sold in unorganised retail stores in Farrukhabad. Analyze how unorganised retailers can improve consumer trust in their products and services.

The role of technology in unorganised retail: Examine the extent to which unorganised retail stores in Farrukhabad have adopted technology such as point-of-sale systems, inventory management software, and online platforms. Analyze the benefits and drawbacks of technology adoption in the sector and its impact on consumer perception.

Customer loyalty in unorganised retail: Investigate the factors that contribute to customer loyalty in unorganised retail stores in Farrukhabad, including customer service, product quality, and pricing. Analyze the strategies that unorganised retailers can adopt to improve customer loyalty and retention.

These are just a few possible suggestions, and you can tailor your study to fit your research interests and objectives.

CONCLUSION

Consumer perception towards unorganized retail can vary depending on various factors such as product quality, pricing, convenience, and overall shopping experience.

Unorganized retail typically refers to small and informal retail businesses that operate without a proper structure, inventory management system, or standardized pricing. In some cases, unorganized retail may offer lower prices and a more personalized shopping experience, but it may also lack the variety and consistency of products available in organized retail.

Consumers' perception of unorganized retail can also be influenced by cultural factors and local traditions. For example, in some regions, consumers may prefer to shop at local markets and small shops due to their cultural significance and social connections.

Overall, understanding consumer perception towards unorganized retail in a specific location like Farrukhabad would require a detailed study and analysis of various factors that influence consumer behavior in that particular market.

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These references may provide insights and guidance for conducting a study on consumer perception towards unorganised retail in Farrukhabad.