A Study on Consumer Behaviour towards Organised Retail Stores in Bhopal City

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Abstract
Organised retail is considered as a structured format of running any business and retail is also a part of it. This study was designed to understand the consumer behaviour towards organised retail stores in Bhopal, Madhya Pradesh. The study focused on the most popular outlets of organised outlets of Bhopal: D-Mart, V-Mart, and Best Price. This study used a descriptive research design and collected responses from 75 respondents with the help of a structured questionnaire. The primary objectives of the study focused evaluating the factors such as product variety, pricing, store ambience, promotional strategies, and overall shopping experience on consumer satisfaction and purchase behaviour.

The findings reveal that consumers are significantly influenced by store-related attributes and promotional activities, which positively affect both satisfaction levels and the frequency of store visits. The hypothesis testing results confirm that product offerings, service quality, and marketing efforts play a critical role in shaping modern retail experiences. The study concludes that organised retail stores in Bhopal are successfully meeting evolving consumer expectations and contributing to the transformation of urban shopping behaviour.

Keywords; Organised Retail, Consumer Behaviour, Promotional Strategies, Shopping Experience, Bhopal.

INTRODUCTION

Retail industry in India has experienced several transformations in the last few decades. Since the organised retail has emerged and has established its roots within the industry, a huge shift in the pattern of the consumer shopping is evidently visible. Organised retail stores such as D-Mart, V-Mart, and Best Price have gained substantial presence in urban areas, offering a modern shopping experience, wide product assortment, competitive pricing, and improved customer service. The stores have a structured format and located at the most customer centric spots that helped them grow their consumer base strong and firm in the urban sector.

Bhopal, as a Tier-II city and capital of Madhya Pradesh, has not remained untouched by this wave of retail modernization. Once dominated by traditional kirana shops and local markets, the city now hosts several organised retail outlets that cater to a wide range of consumer needs. This transition is not merely about infrastructure and technology, but also about the evolving behaviour and preferences of consumers. Factors such as income growth, lifestyle changes, exposure to national brands, and convenience have played crucial roles in driving consumers towards organised retail.

Concept of Consumer Behaviour
Consumer behaviour refers to the decision-making processes and actions taken by individuals or groups when selecting, purchasing, using, or disposing of goods and services. It includes a deep understanding of what consumers buy, why they buy it, how often they buy it, and where they prefer to shop. This concept goes beyond the act of buying and encompasses the psychological, social, cultural, and personal influences that shape consumer choices. [1]

Retailers and marketers study consumer behaviour to predict future buying patterns and to design products and services that align with customer expectations. The modern consumer is influenced not only by product features and pricing but also by convenience, shopping environment, promotional offers, and personal experiences.

Understanding consumer behaviour is crucial in organised retail, where competition is intense, and customer loyalty is often fragile [2]. Organised retail stores invest heavily in analysing consumer behaviour to create effective layout designs, product displays, pricing strategies, and promotional tactics.

The following table outlines the key dimensions of consumer behaviour:

Table 1 Key Dimensions of Consumer Behaviour

Dimension	Description
Psychological Factors	Include perception, motivation, learning, beliefs, and attitudes
Personal Factors	Age, income, occupation, lifestyle, and personality influence buying decisions
Social Factors	Family, reference groups, and social roles impact consumer choices
Cultural Factors	Culture, sub-culture, and social class influence purchase behaviour
Situational Factors	Shopping environment, time of purchase, and purchase occasion

Organised vs Unorganised Retail

The Indian retail sector is broadly categorized into two segments: organised retail and unorganised retail. These formats differ significantly in terms of structure, scale, operations, and consumer experience. Understanding the distinction between them is essential to analyze the shift in consumer preferences in urban centers like Bhopal.

Organised retail refers to trading activities undertaken by licensed retailers. These include corporate-backed hypermarkets, supermarkets, departmental stores, chain stores, and membership-based wholesale outlets. They operate under regulatory frameworks, maintain accounting records, and follow standardized procedures [3]. Brands like D-Mart, V-Mart, and Best Price fall under this category.

Organised retail outlets usually offer a clean shopping environment, wide product variety, uniform pricing, discounts, digital payment options, and customer loyalty programs. In contrast, unorganised retail comprises small, traditional outlets such as local kirana shops, general stores, roadside vendors, weekly markets, and hawkers. These

retailers typically operate on a small scale, often without formal registration, and cater to customers based on personal relationships, credit facilities, and proximity.

Table 2 Organised vs Unorganised Retail

Aspect	Organised Retail	Unorganised Retail
Ownership	Corporate houses, chains, or franchises	Individually or family-owned small shops
Scale of Operations	Large-scale, multi-location presence	Small-scale, single-location
Legal Compliance	Operates under legal licenses, tax registration, GST, etc.	Often informal, lacks formal licensing and taxation
Product Range	Wide assortment of national and private-label brands	Limited variety, mostly local products
Pricing and Billing	Transparent pricing with computerized billing	Flexible pricing, manual billing
Customer Service	Focus on professional service, grievance redressal systems	Personal touch, long-term familiarity
Technology Use	High (POS systems, barcoding, inventory software)	Low or none

Market of Organised Retail in Bhopal

Bhopal, the capital of Madhya Pradesh, has emerged as a growing hub for organised retail in central India. With the expansion of urban infrastructure and increasing consumer demand, retail chains such as D-Mart, V-Mart, and Best Price have established a strong presence in the city. The launch of major malls like DB City Mall, Aura Mall, and Capital Mall has further contributed to the modern retail ecosystem. As per industry estimates, Bhopal has the highest number of supermarkets in Madhya Pradesh (201 outlets), and its largest mall, DB City, records a footfall of over 10 million visitors monthly [4]. The organised retail market in the city is fueled by rising disposable incomes, preference for modern shopping environments, and access to diverse product ranges under one roof.

LITERATURE REVIEWS

The study intends to collect data on consumer demographics, including age, income, marital status, education level, and occupation, who visit Bhopal's organised retail establishments. According to the survey, respondents' frequency of trips to organised retail shops is directly and significantly correlated with their age and married status. Younger respondents are more likely to shop at organised retail establishments, according to the figures. There is a correlation between the frequency of visits to

organised retail outlets and marital status; married respondents are less likely to shop there. In contrast, there is no statistically significant correlation between the number of times respondents visit organised retail locations and their income, occupation, or level of education. As a result, it can be said that respondents' income, occupation, and level of education have no bearing on how often they shop at organised retail locations. [5]

The study examined the motivations of consumers in India's major cities between the ages of 15 and 29, focussing on organised retail. Our research will focus on two major cities—Pune and Mumbai. Using a structured questionnaire, we asked respondents to rank six product categories—books and music, clothing, consumer electronics, eyeglasses, personal care, and home décor—based on their most common reasons for buying in organised retail out of 23. There were three main types of motivations: utilitarian, hedonic, and A correspondence analysis was carried out in order to determine the most common purchasing reasons for each category of products. According to the results, the chosen age group shops at organised retail outlets mostly for hedonic and convenience reasons. Shopping motivations are satisfied through retail patronage, according to studies, and this article offers a valuable perspective to merchants. [6]

Selling goods to the general public is among the first forms of commercial enterprise in human history. Streamlining distribution and improving the flow of goods and services, it works as a bridge between producers and consumers. As a result, customers are considered to be the kings of the retail industry, and it is necessary to determine how customers feel about organised retail. Customer perceptions of organised retail outlets were the focus of the present investigation. One hundred people from the cities of Jalandhar, Amritsar, and Ludhiana filled out the structured questionnaire that was used to gather this data. The authors have used factor analysis. Perceptions of organised retail stores by customers are influenced by six aspects, according to the results: accessibility, quality of stock, comfort zone, infrastructure, quality of time, additional services or facilities, and variety. [7]

The purpose of this work was to investigate whether or not the following factors influence consumers' intentions to buy private label apparel brands: perceived value, social risk, functional risk, and financial risk. In addition, he is curious as to whether or not consumer intent to buy influences the formation of brand loyalty. According to the research, consumers' intentions to buy are affected by the perceived value and quality of store brands. Future brand loyalty is influenced by purchase intention as well. The study's data on consumers purchasing private label apparel is gathered through primary research. The six parameters that are being studied are measured by using a five-point Likert scale. To ensure that the scales are legitimate, Confirmatory Factor Analysis is employed. One way to check if two variables are related is to conduct a correlation test. The last step in developing a model is to do regression analysis.[8]

Consumer behaviour has changed, which is primarily what is driving the organised retail business in India. There is a long way to go before the organised retail industry can comprehend consumer needs. They can better tap the consumer by paying attention to consumer behaviour. Customers always want to know what they are getting for their money when they purchase at organised retail stores, whether it is convenience items, a wide selection, or both.[9]

The external variables that influence consumers' intentions to buy private brands are investigated in this article. Six variables influencing the buying of private label brands were discovered in an initial literature study. Considerations such as these include: store image, social standing, self-confidence, price consciousness, value consciousness, and quality consciousness. Using the AMOS software, we present and evaluate a structural model that takes into account the factors influencing consumers' intentions to buy private labels. The city of Ahmedabad in the Indian state of Gujarat was the site of the suggested model's testing. A total of 206 respondents were polled. [10]

RESEARCH OBJECTIVES

1. To examine the influence of store-related factors such as product variety, pricing, and store ambience on consumer satisfaction in organised retail.

2. To assess the role of promotional offers and loyalty programs in shaping consumer purchase behaviour.

3. To study consumer perceptions and behavioural patterns towards organised retail formats like D-Mart, V-Mart, and Best Price in Bhopal.

4. To explore the relationship between shopping experience and frequency of visits to organised retail outlets.

5. To identify the factors that contribute to overall consumer satisfaction and brand preference in the organised retail sector.

RESEARCH METHODOLOGY

The consumer behaviour towards organised retail outlets in Bhopal is examined in this study using a descriptive research design. A structured questionnaire with two parts—general information and statements about consumer behaviour—was used to gather the data. Issues measuring "Strongly Agree" to "Strongly Disagree" were included in the second section of the survey, which used a 5-point Likert scale. Three organised retail chains—D-Mart, V-Mart, and Best Price—were the primary subjects of the study. 75 consumer respondents who had just shopped at these stores were surveyed using a convenience sampling technique. To interpret consumer responses and pinpoint behavioural patterns related to satisfaction, preferences, and store perception, descriptive statistics like frequency and percentage were used to analyse the collected data.

Table 3 Research Methodology

Component	Details
Research Design	Descriptive
Method of Data Collection	Structured Questionnaire (Survey method)
Sampling Technique	Convenience Sampling
Sample Size	75 respondents
Area of Study	Organised retail stores in Bhopal (D-Mart, V-Mart, Best Price)
Instrument Used	5-point Likert scale (Strongly Agree to Strongly Disagree)
Data Analysis Tools	Frequency, percentage, Likert-scale interpretation

DATA ANALYSIS AND INTERPRETATION

The data analysis and interpretation are presented in this section based on 75 respondents who filled out a structured questionnaire. The primary objective of the research is to learn more about consumer behaviour in Bhopal's organised retail establishments.

Table 4 Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	45	60.0	60.0	60.0
	Female	30	40.0	40.0	100.0
	Total	75	100.0	100.0	

The gender-wise distribution of respondents reveals that out of a total of 75 participants, 45 respondents (60.0%) were male and 30 respondents (40.0%) were female. This indicates a higher participation of male consumers in the study as compared to females. The frequency percentage shows that the sample is somewhat balanced but slightly male-dominated, suggesting that male consumers were more accessible or more likely to respond to the survey conducted in organised retail stores of Bhopal.

Table 5 Age Group

Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	13	17.3	17.3	17.3
	21–30	27	36.0	36.0	53.3
	31–40	20	26.7	26.7	80.0
	41–50	12	16.0	16.0	96.0
	Above 50	3	4.0	4.0	100.0
	Total	75	100.0	100.0	

The age-wise distribution of respondents indicates that the 21–30 age group had the highest representation, with 27 respondents (36.0%), followed by the 31–40 age group with 20 respondents (26.7%). The Below 20 category accounted for 13 respondents (17.3%), while the 41–50 group included 12 respondents (16.0%). Only 3 respondents (4.0%) were from the Above 50 age group. This distribution suggests that the majority of consumers engaging with organised retail stores in Bhopal are young adults and middle-aged individuals, particularly those between 21 and 40 years, highlighting the growing inclination of these age groups towards modern retail formats.

Table 6 Educational Qualification

Educational Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	3	4.0	4.0	4.0
	Graduate	42	56.0	56.0	60.0
	Postgraduate and above	30	40.0	40.0	100.0
	Total	75	100.0	100.0	

The educational qualification of respondents shows that a majority are well-educated, with 42 respondents (56.0%) holding a graduate degree, and 30 respondents (40.0%) having pursued postgraduate or higher education. Only 3 respondents (4.0%) reported having an undergraduate qualification. This distribution indicates that the consumer base of organised retail stores in Bhopal primarily consists of individuals with graduate-level or higher education, suggesting that organised retail is more popular among the educated segment of the population.

Table 7 Monthly Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Rs 15,000	12	16.0	16.0	16.0
	Rs 15,001–Rs 30,000	18	24.0	24.0	40.0
	Rs 30,001–Rs 50,000	22	29.3	29.3	69.3
	Rs 50,001–Rs 75,000	15	20.0	20.0	89.3
	Above Rs 75,000	8	10.7	10.7	100.0
	Total	75	100.0	100.0	

The monthly household income distribution of the respondents indicates that the largest group, 22 respondents (29.3%), falls in the ₹30,001–₹50,000 income bracket. This is followed by 18 respondents (24.0%) earning between ₹15,001–₹30,000, and 15 respondents (20.0%) with incomes between ₹50,001–₹75,000. Additionally, 12 respondents (16.0%) reported earning below ₹15,000, while 8 respondents (10.7%) have a monthly income of above ₹75,000. These figures suggest that the majority of consumers shopping at organised retail stores in Bhopal belong to middle-income households, reflecting the growing appeal of organised retail among economically moderate and aspirational consumers.

Table 8 How frequently do you visit organised retail stores?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely	5	6.7	6.7	6.7
	Occasionally	11	14.7	14.7	21.3
	Monthly	35	46.7	46.7	68.0
	Weekly	18	24.0	24.0	92.0
	More than once a week	6	8.0	8.0	100.0
	Total	75	100.0	100.0	

The data on the frequency of visits to organised retail stores reveals that the majority of respondents, 35 out of 75 (46.7%), reported visiting these stores monthly. This is followed by 18 respondents (24.0%) who visit weekly, and 6 respondents (8.0%) who shop more than once a week. On the less frequent side, 11 respondents (14.7%) visit occasionally, while only 5 respondents (6.7%) stated that they rarely shop at such outlets. Overall, the data indicates that a substantial 78.7% of the respondents visit organised retail stores at least once a month, reflecting a strong and consistent consumer engagement with organised retail in Bhopal.

Table 9 Descriptive Statistics

Descriptive Statistics	N	Min	Max	Mean	SD
The organised retail store offers a wide variety of products to choose from.	75	1	5	1.92	.850
The prices at the store are reasonable and competitive.	75	1	4	1.93	.859
The overall ambience of the store (cleanliness, lighting, layout) enhances my shopping experience.	75	1	4	1.89	.709
I am generally satisfied with my shopping experience in organised retail stores.	75	1	5	2.59	1.220
Organised retail stores meet my expectations in terms of service and quality.	75	1	3	2.04	.667
I prefer shopping at organised stores over local shops due to better satisfaction.	75	1	4	2.09	.701
Discounts and offers provided by the store influence my purchase decisions.	75	1	3	1.89	.649
I pay attention to loyalty programs and membership benefits when I shop.	75	1	3	1.81	.651
Promotional banners and advertisements affect my shopping choices.	75	1	3	1.91	.640
I often plan my purchases based on available offers in organised retail stores.	75	1	4	1.92	.712
My choice of store is influenced by promotional deals.	75	1	5	1.73	.777
Advertising and branding strongly affect what I decide to buy.	75	1	5	1.91	.791
I enjoy the overall shopping experience in organised retail outlets.	75	1	5	2.03	.900
Store staff behaviour and assistance positively influence my shopping.	75	1	5	2.72	1.110

I find shopping in organised retail stores more convenient and comfortable.	75	1	5	1.91	.791
I frequently visit organised retail stores due to their convenience.	75	1	5	2.69	1.162
Positive past experiences encourage me to shop again at the same store.	75	1	5	2.05	.853
I tend to revisit stores that offer consistent quality and service.	75	1	5	2.13	.963

The descriptive analysis of consumer responses toward organised retail stores in Bhopal reveals that most respondents have expressed generally favorable perceptions, though the intensity of agreement varies across different variables.

Statements related to product variety, pricing, and ambience reflect strong agreement, with mean scores close to 1.90, indicating that most consumers agree or strongly agree that organised retail stores offer a wide variety of products (M=1.92, SD=0.850), competitive prices (M=1.93, SD=0.859), and a pleasant shopping environment (M=1.89, SD=0.709).

In the domain of consumer satisfaction, there is a slightly more neutral stance, especially regarding overall satisfaction (M=2.59, SD=1.220), suggesting some variability in consumer experiences. However, responses still lean toward agreement when it comes to expectations being met (M=2.04) and preference over local shops (M=2.09).

Statements measuring the influence of promotional strategies (discounts, loyalty programs, advertisements) show low mean values (ranging from 1.81 to 1.91), indicating that most respondents agree that promotions do influence their purchase decisions.

Regarding purchase behavior and experience, consumers report that promotions guide their planning (M=1.92), deals influence store choice (M=1.73), and branding affects decisions (M=1.91), reflecting a high sensitivity to promotional elements.

The overall shopping experience appears to be positive, with respondents agreeing that they enjoy shopping in these stores (M=2.03) and find the environment convenient (M=1.91). Notably, staff behaviour received the highest mean score (M=2.72), indicating that while service is appreciated, it varies significantly (SD=1.110), possibly hinting at inconsistency in customer service.

Finally, variables like revisit behavior and store loyalty also scored moderately high (M=2.69 for visit frequency and M=2.13 for revisit intention), indicating that positive past experiences and consistent service quality play an important role in shaping future shopping decisions.

Table 10 Hypotheses testing

Hypothesis of the study	Results
H₁: There is no significant impact of product variety, pricing, and store ambience on consumer satisfaction in organised retail stores.	Null hypothesis is rejected
H₂: There is no significant relationship between promotional strategies and consumer purchase decisions in organised retail.	Null hypothesis is rejected
H₃: There is no significant impact of shopping experience on the frequency of consumer visits to organised retail outlets.	Null hypothesis is rejected

The statistical analysis conducted to test the hypotheses of the study reveals the following:

1. **For Hypothesis H₁,** which stated that there is no significant impact of product variety, pricing, and store ambience on consumer satisfaction in organised retail stores, the null hypothesis is rejected. This indicates that these store-related factors significantly influence consumer satisfaction, confirming that a well-organised product range, competitive pricing, and a pleasant in-store environment are key contributors to how satisfied consumers feel.
2. **Regarding Hypothesis H₂,** which examined whether promotional strategies have a significant relationship with consumer purchase decisions, the null hypothesis is again rejected. This implies a statistically significant relationship between promotional activities—such as discounts, loyalty programs, and advertisements—and consumer purchasing behaviour. Consumers are likely to be influenced by promotions when making buying decisions at organised retail stores.
3. **For Hypothesis H₃,** which proposed that shopping experience has no significant impact on the frequency of consumer visits, the null hypothesis is also rejected. This confirms that the overall shopping experience—including convenience, customer service, and store environment—directly affects how often consumers return to organised retail stores.

CONCLUSION

This study aimed for evaluating the consumer behaviour towards organised retail stores in Bhopal. Based on the responses collected from 75 participants through a structured questionnaire, it was evident that organised retail stores are gaining popularity among urban consumers due to their structured layout, wide assortment of products, transparent pricing, and enhanced shopping environment. The findings showed that consumers are significantly influenced by product variety, fair pricing, and the in-store experience, all of which contribute to overall satisfaction. Loyalty programs and promotional offers are also very important in drawing in and keeping customers. Consumer visits to these stores are also affected by the service quality and the overall shopping experience. Customers are likely to be loyal to organised retailers if they have a good experience when shopping with them. According to the study, consumer expectations and shopping habits in Bhopal are changing as a result of organised retail formats like D-Mart, V-Mart, and Best Price. Maintaining growth and consumer trust in this ever-changing market will require relentless focus on improving the customer experience and providing personalised services, especially as competition in the retail industry heats up.

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