

## **“AN EMPIRICAL PAPER OF CHANGING CONSUMER BUYING BEHAVIOUR IN MODERN RETAIL OUTLETS IN KARNATAKA”**

**B. Shyamsundar**\*

**Dr. K. Nagendra Babu**\*\*

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### **ABSTRACT**

This paper aims to analyse the demographic profile of consumers in modern retail outlets and further examine whether the behavioral characteristics of consumers mediate the relationship between sales promotion, service quality, store environment and individual factors, and buying behavior. In addition, it also finds out the association between the factors related to consumer buying behavior in modern retail outlets. A total of 1105 consumers were selected in different cities like Bangalore, Mysore, Mangalore, Hubli-Dharwad, Belgaum, and Gulbarga in Karnataka region. The study made survey method in order to attain the above objectives. Percentage analysis was carried out to determine the demographic and behavioural characteristics. ANCOVA is used to find out the influence of the independent variable on dependent variable moderated by demographic factors. The results of the study found the demographic characteristics positively influence the consumer buying behaviour. Likewise, different factors like sales promotion, service quality, store environment and individual factors and behavioural characteristics also significantly impact the buying nature.

**KEYWORDS:** Consumer buying behaviour, demographic and behavioural characteristics, Modern retail outlets

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\* **Assistant Professor and Research Scholar, Dept. of Commerce and Management, Government First Grade College (Affiliated to University of Mysore), Pandavapura, Mandya Dist., Karnataka.**

\*\* **Associate Professor, Department of Studies in Commerce, University of Mysore, Manasa Gangotri, Mysore., Karnataka.**

## **1. INTRODUCTION**

Globally, the retail industry is becoming highly competitive due to the increase of extensive opportunities and accelerating pace of technological change. Specifically, modern retail outlets have achieved enormous growth in recent decades. According to (Amit & Kameshvari, 2012), retail sector had attained the second position in the consumer market. This growth had largely relied on consumers buying behaviour. Consumers are considered as the rational decision makers since they are concerned with their self-interest. Taking the socio-cultural aspect, the increasing nuclear family setups, enhancement in the level of education and majorly the augmentation in economic independence of women by means of entrepreneurship or regular jobs have made the role of women in shopping for the entire family more practical and possible. This eventually has led to the growth in choosing the choice of convenience namely, super markets where under one roof all everyday needs can be procured (Kele *et al.*, 2014). In addition to this, higher income, lifestyle changes, favourable demographic pattern, desire for luxury, better quality and Western influences also changing the consumers buying nature towards modern retail buying. According to the study of (Baseer & Laxmi Prabha, 2007) reported that the increase of global exposure, acceptance of credit and smart cards might have an effect on the shopping habits of the Indian consumer.

The increase of buying nature among consumers shows the major change in behaviour pattern. Moreover, consumers have a more variety of choices especially purchasing apparels, and they do not have a proper choice. Therefore, it is the necessity to retail marketers have to understand the types of buying behaviour, their behavioural pattern, what kind of demographic consumers prefer modern retail products, further what factors that influence the consumer buying behaviour in modern retail outlets with respect to retailing such as selection of brand, time taken for shopping, retail store and format choice. Since this helps to provide better service to their consumers as more efficient and effective manner and also support to captivate novel consumers. Further this paper support to examine the behavioral characteristics of consumers mediate the relationship between sales promotion, service quality, store environment and individual factors, and buying behavior. The main purpose of this empirical paper is to examine the above characteristics in Indian modern retail outlets.

## **2. REVIEW OF LITERATURE**

In this competitive world, there is a necessary to understand the buying behaviour of consumers to develop and enhance the retail business. Moreover, studies found out the consumers buying behaviour was changing towards retail sector due to various reasons (Sharma *et al.*, 2012; Amit & Kameshwari, 2012; Kumari, 2012). Likewise, few studies found out the behavioural change was shown across different demographics include gender (Pentecost & Andrews, 2010; Badgaiyan & Verma, 2014), age (Kotler *et al.*, 2001; Ali *et al.*, 2010), occupation (Batra *et al.*, 2008), education (Batra *et al.*, 2008), marital status (Oghojafor & Nwagwu, 2013), income (Ali *et al.*, 2010) and family size of the people (Fox *et al.*, 2004).

In gender-wise, females also majorly preferred buying of products than male, similarly, adult and aged people prefer more products (Srinivasan *et al.*, 2014; Amit & Kameshwari, 2012), others found that contrary views as young people prefer more retail products than older (Tendai & Crispin, 2009; Pwc, 2015), thus, the buying nature were distinct. The higher educated people may prefer high quality retail products than low educated people (Singh, 2007). In general, most of the married people buying more products than unmarried based on their family size. For instance, Zeithaml (1985) highlighted that family unit changes such as higher the working females number, divorced, shoppers of male and widowed or single households) would operate changes in the patronage of grocery. Further, the consumer has strong income used modern retail outlets than others (Baseer & Laxmi Prabha, 2007). It is evident from the above studies as the consumers buying nature have strongly affected different demographics. Consumers buying behaviour towards modern retail outlets is increasing and changing rely on the technological change.

There are diverse studies focused on different factors which impact the consumer buying behaviour. For instance, one of the major factors is *sales promotion* that induces consumer buying behaviour towards frequent buying of products in the specific store. In this aspect, several studies have identified that the sales promotion of retail stores covers coupons, prizes, premiums, product samples, contests and rebates etc (Ndubisi & Moi, 2005; Heilman *et al.*, 2011; Schultz & Block, 2011; Leischnig *et al.*, 2011; Sands *et al.*, 2009) in different developed countries like Germany, U. S. and Australia. However, very little research on the influence of sales-promotion

techniques on buying behavior has been conducted in emerging markets, such as India (Liao *et al.*, 2009; Zheng & Kivetz, 2009). Moreover, these studies emphasized that the consumers who have sophisticated income and fixed family size have depends on sales promotion given by modern retailers. Few consumers have considered the Personalities, Prices, and Messages of retailers (Ansah & Poku, 2013).

Some other studies found out *service quality* of retails shops influence the consumers like study of Varshney and Goyal (2006) and Svensson (2006) described that services offered by a retail store and further the store environment also had impacted the consumers. In line to this, some other studies also observed the service quality role involves in changing the buying behaviour of customers (Nallamalli & Shekhar, 2011; Auka *et al.*, 2013). *Store environment* and quality of the service also greatly impact the consumers buying nature (Quartier *et al.*, 2010; Mridanish Jha, 2011; Nell, 2013; Mirabi & Samiey, 2015).

*Individual factors* that induce the consumer buying behaviour are personality and shopping enjoyment tendency. There are different studies that used these factors to identify the consumer buying nature. For example, Mohan, Sivakumaran, and Sharma (2013) explored the process by which individual (impulse buying tendency (IBT) and shopping enjoyment tendency (SET)) and four store environment attributes (employee, music, layout and light) makes impact on impulse buying behavior through negative and positive affect, thereby urge customers to buy impulsively. In line with this, a study by Badgaiyan and Verma (2014) found the three constructs such as impulsive buying tendency, shopping enjoyment tendency, and materialism have a positive association with impulsive buying behaviour. All these factors showed the positive association with consumers buying behaviour. None of the studies to our knowledge does depict the negative relation of factors with consumer behaviour. The impact of organized retailers was obviously visible in terms of consumer buying behavior in relation to the consumer shopping habits and store selection. However, the majority of studies have not discussed types of buying behavior, sales promotion, service quality, store environment and its impact on consumer buying behavior in modern retail outlets with specific reference to Karnataka. All the above mentioned studies have been conducted in developed countries and India in general and not specific to Karnataka state. Thus the present study aimed to bridge this gap.

**Objectives:**

- To analyse the demographic profile of consumers and the types of buying behaviour in modern retail outlets
- To examine whether the behavioral characteristics of consumers mediate the relationship between sales promotion, service quality, store environment and individual factors, and buying behavior.
- To find out the association between the factors related to consumer buying behavior in modern retail outlets.
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**Hypothesis:**

Based on the framed objectives, the following hypothesis was developed:

1. There are significant differences in the types of buying behaviour among consumers of different demographic characteristics.
2. The relationship between sales promotion of modern retail outlets and buying behaviour is mediated by the frequency of visit and the amount spent by the consumer.
3. The relationship between service quality of modern retail outlets and buying behaviour is mediated by the frequency of visit and the amount spent by the consumer.
4. The relationship between store environment of modern retail outlets and buying behaviour is mediated by the frequency of visit and the amount spent by the consumer.
5. The relationship between individual factors and buying behaviour is mediated by the frequency of visit and amount spent by the consumer.

**3. RESEARCH METHODOLOGY**

The study was based on the descriptive type of research design where it helps to study the types of consumer buying behaviour in modern retail outlets. Both primary and secondary data were used to complete the research, where survey methods were used to collect the information of demographic profile and factors that induce the consumers towards modern retail outlets in Karnataka. Secondary data was used in this study to reviewing the previous articles, questionnaire preparation and formulate the hypothesis. This information was gathered from various journals, books, magazines and other published sources. The questionnaire was done

with the help of pilot study with small customers was selected through stratified sampling method. Based on the feedback from the pilot study, a questionnaire was altered into the main study. The target population of this study is the consumers who were coming out of the selected malls, hypermarkets and supermarkets after shopping from the stores in different cities of Karnataka namely Bangalore, Mysore, Mangalore, Hubli-Dharwad, Belgaum, and Gulbarga. The sample size is taken for the study (n=1105). The survey method was carried out among consumers who are visiting modern retail outlets in above mentioned regions. However, the study is confined to Karnataka only. Percentage analysis was carried out to determine the demographic and behavioural characteristics. ANCOVA is used to find out the influence of the independent variable on dependent variable moderated by demographic factors.

#### **4. RESULTS**

The complete study has been categorised into three sections based on study objectives.

##### **4.1 Demographic characteristics**

Table 1 reveals the demographic profile of the respondents involved in this study. The study chose 1105 consumers who visit modern retail stores in Karnataka. Out of 1105, 52 percent are male and 48 percent are female. The majority of the customers belonging to the age group of 31 to 50 years and having a qualification of post graduate. Most of the respondents are privately employed and their monthly income is between Rs.15000-35000. Further, 49 percent of the respondent's family size, is in between 2-4.

**Table 1: Demography of Respondents**

Demography		Supermarket	Hypermarket	Mall	Total
		n (%)			(Approx.)
Gender	Male	142 (40.9)	221 (62.4)	213 (52.7)	576 (52)
	Female	205 (59.1)	133 (37.6)	191 (47.3)	529(48)
	<b>Total</b>	<b>347 (100.0)</b>	<b>354 (100.0)</b>	<b>404 (100.0)</b>	<b>1105 (100.0)</b>
Age	18 to 30	181 (52.2)	119 (33.6)	175 (43.3)	475 (43)
	31 to 50	120 (34.6)	210 (59.3)	187 (46.4)	517(47)
	Above 50 years	46 (13.3)	25 (7.1)	42 (10.4)	113(10)
	<b>Total</b>	<b>347 (100.0)</b>	<b>354 (100.0)</b>	<b>404 (100.0)</b>	<b>1105 (100.0)</b>
Education	Below metric	8 (2.3)	27 (7.6)	14 (3.5)	49(4)

	Under graduate	46 (13.3)	68 (19.2)	70 (17.3)	184(17)
	Graduate	155 (44.7)	86 (24.3)	185 (45.8)	426(39)
	Post graduate and above	138 (39.8)	173 (48.9)	135 (33.4)	446(40)
	<b>Total</b>	<b>347 (100.0)</b>	<b>354 (100.0)</b>	<b>404 (100.0)</b>	<b>1105 (100.0)</b>
Occupation	Unemployed	38 (11.0)	31 (8.8)	111 (27.5)	180(16)
	Private employed	193 (55.6)	166 (46.9)	186 (46.0)	545(49)
	Govt. employed	53 (15.3)	138 (39.0)	62 (15.3)	253(23)
	Self-employed	63 (18.2)	19 (5.4)	45 (11.1)	127(12)
	<b>Total</b>	<b>347 (100.0)</b>	<b>354 (100.0)</b>	<b>404 (100.0)</b>	<b>1105 (100.0)</b>
Monthly income	< 15000	72 (20.7)	89 (25.1)	77 (19.1)	238(22)
	15000 - 35000	150 (43.2)	99 (28.0)	130 (32.2)	379(34)
	35000 - 65000	77 (22.2)	132 (37.3)	148 (36.6)	357(32)
	> 65000	48 (13.8)	34 (9.6)	49 (12.1)	131(12)
	<b>Total</b>	<b>347 (100.0)</b>	<b>354 (100.0)</b>	<b>404 (100.0)</b>	<b>1105 (100.0)</b>
Family Size	1-2	56 (16.1)	44 (12.4)	80 (19.8)	180(16)
	2-4	181 (52.2)	150 (42.4)	214 (53.0)	545(49)
	4-6	67 (19.3)	114 (32.2)	72 (17.8)	253(23)
	6 and above	43 (12.4)	46 (13.0)	38 (9.4)	127(12)
	<b>Total</b>	<b>347 (100.0)</b>	<b>354 (100.0)</b>	<b>404 (100.0)</b>	<b>1105 (100.0)</b>

#### 4.2 Behavioral Characteristics of Respondents (Changing buying behaviour)

Majority of 46 percent of the respondents visit once a fortnight to mall and 45 percent of the respondents to supermarket followed by 33 percent visit once a month to hypermarket, 19 percent and 17 percent visit once in a week to hypermarket and mall respectively, 10 percent visit very rarely and least 2 percent visit more times in a week to super market. That means, around a total 17 percent of the respondents visit modern retail outlets on a weekly basis. Their mode of payment data reveals that majority 65 percent of the respondents pay by credit card than debit and cash payment in modern retail outlets. In addition, the amount spent during every visit by the respondents shows that majority 52 percent of the respondents spent amount between

Rs.500-2000 in supermarket followed by 50 percent in hypermarket and 47 percent in the mall. Least 3 percent of the respondents spent amount more than Rs.3500 in the supermarket.

**Table 2: Behavioral Characteristics of Respondents**

Behavioral Characteristics		Supermarket	Hypermarket	Mall	Total (Approx.)
		n (%)			
Frequent visit	More times in a week	8 (2.3)	27 (7.6)	14 (3.5)	49(4)
	Once in a week	46 (13.3)	68 (19.2)	70 (17.3)	184(17)
	Once in a fortnight	155 (44.7)	86 (24.3)	185 (45.8)	426(39)
	Once in a month	103 (29.7)	117 (33.1)	67 (16.6)	287(26)
	Very rarely	35 (10.1)	56 (15.8)	68 (16.8)	159(14)
	<b>Total</b>	<b>347 (100.0)</b>	<b>354 (100.0)</b>	<b>404 (100.0)</b>	<b>1105 (100.0)</b>
Mode of payment	Cash payment	25 (7.2)	73 (20.6)	44 (10.9)	142(13)
	By debit card	77 (22.2)	58 (16.4)	105 (26.0)	240(22)
	By Credit card	245 (70.6)	223 (63.0)	255 (63.1)	723(65)
	<b>Total</b>	<b>347 (100.0)</b>	<b>354 (100.0)</b>	<b>404 (100.0)</b>	<b>1105 (100.0)</b>
Amount Spent	Less than Rs.500	17 (4.9)	36 (10.2)	81 (20.0)	134(12)
	Rs.500-2000	180 (51.9)	178 (50.3)	188 (46.5)	546(49)
	Rs.2000-3500	140 (40.3)	96 (27.1)	79 (19.6)	315(29)
	More than Rs.3500	10 (2.9)	44 (12.4)	56 (13.9)	110(10)
	<b>Total</b>	<b>347 (100.0)</b>	<b>354 (100.0)</b>	<b>404 (100.0)</b>	<b>1105 (100.0)</b>

### 4.3 Hypothesis Testing

*H1: "The relationship between sales promotion of modern retail outlets and buying behaviour is mediated by frequent of the visit and the amount spent by the consumer".*

**Table 3: Direct and Total Effects for Frequency of Visit and Amount Spent**

	Coefficients		SE		t-value		p-value	
	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent
b <sub>YX</sub>	0.1901	0.1901	0.0289	0.0289	6.5760	6.5760	0.0000	0.0000



$b_{MX}$	-0.0960	-0.0076	0.0458	0.0360	-2.0965	-0.2115	0.0363	0.8325
$b(Y_{M.X})$	0.0713	0.0318	0.0189	0.0242	3.7784	1.3159	0.0002	0.1885
$b(Y_{X.M})$	0.1969	0.1903	0.0288	0.0289	6.8403	6.5864	0.0000	0.0000

Table 3 presents the association between buying behaviour and sales promotion through the mediation variables frequency of visits and amount spent by the consumer. The sales promotion has a significant impact on buying behaviour when mediated by the frequency of visit ( $\beta=0.1901$ ,  $p=0.000<0.01$ ) and amount spent ( $\beta=0.1901$ ,  $p=0.000<0.01$ ). It has a significant impact on buying behaviour controlling the mediation variable frequency of visit ( $\beta=0.1969$ ,  $p=0.000$ ) and amount spent ( $\beta=0.1903$ ,  $p=0.000$ ). The path of sales promotion and mediation variable found to be insignificant ( $b_{MX}>0.05$ ) and ( $b(Y_{M.X})>0.05$ ).

Table 4 provides the test of the significance of the indirect effect (path an X path b) using the Sobel test found to be the insignificant frequency of visit ( $z=-1.7860$ ,  $p>0.05$ ) and Spend ( $z=-0.1670$ ,  $p>0.05$ ).

**Table 4: Indirect effect and significance using normal distribution**

Mediators		Value	S.E	LL 95 CI	UL 95 CI	z	Sig.(two)
Frequent of visit	Sobel	-0.0069	0.0038	-0.0144	0.0007	-1.7860	0.0741
Amt. Spent		-0.0002	0.0014	-0.0031	0.0026	-0.1670	0.8674

**Table 5: Bootstrap result for indirect effects**

Mediators		Mean	S.E	LL 95 CI	UL 95 CI	LL 99 CI	UL 99 CI
Frequent of visit	Effect	-	0.0039	-0.0152	0.0001	-0.0197	0.0023
		0.0070					
Amt. Spent		-	0.0013	-0.0029	0.0026	-0.0050	0.0038
		0.0002					

Table 5 presents the bootstrapped confidence intervals (95%). Here we are looking to see if ZERO (0) lies within the interval range. The 95% lower limit and upper limit with the TRUE indirect effect would be zero (basically no mediation). In this case, the TRUE indirect effect is 95% likely to range from the frequency of visit (-0.0144 to 0.0007) and amount spent (-0.0031 to 0.0026), the estimated effect is 0.000 (lying between these two values). In this case zero occurs

between the LL and the UL, and then we conclude that the indirect effect is non-significant. Hence, the null hypothesis, “The relationship between sales promotion of modern retail outlets and buying behaviour is not mediated by frequency of visit and the amount spent by the consumer” is accepted.

*H2: “The relationship between service quality of modern retail outlets and buying behaviour is mediated by frequent of the visit and the amount spent by the consumer.”*

Table 6 presents the association between buying behaviour and service quality through the mediation variables the frequency of visit and amount spent by the consumer. The service quality has a significant impact on buying behaviour when mediated by the frequency of visit ( $\beta=0.3689$ ,  $p=0.000$ ) and amount spent ( $\beta=0.3689$ ,  $p=0.000$ ). It has a significant impact on buying behaviour controlling the mediation variable frequency of visit ( $\beta=0.3849$ ,  $p=0.000$ ) and amount spent ( $\beta=0.3645$ ,  $p=0.000$ ). The path of service quality and mediation variable found to be insignificant ( $b(Y_{M.X}) > 0.05$ ).

**Table 6: Direct and Total Effects for Frequency of Visit and Amount Spent**

	Coefficients		SE		t-value		p-value	
	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent
$b_{YX}$	0.3689	0.3689	0.0406	0.0406	9.0945	9.0945	0.0000	0.0000
$b_{MX}$	-0.2004	0.2606	0.0652	0.0508	-3.0716	5.1301	0.0022	0.0000
$b(Y_{M.X})$	0.0795	-0.0023	0.0186	0.0241	4.2798	-0.0941	0.0000	0.9250
$b(Y_{X.M})$	0.3849	0.3695	0.0404	0.0411	9.5208	8.9982	0.0000	0.0000

Table 7 provides the test of the significance of the indirect effect (path an X path b) using the Sobel test found to be the insignificant towards *Amount Spent* ( $z=-0.0924$ ,  $p>0.05$ ).

**Table 7: Indirect effect and significance using normal distribution**

Mediators		Value	S.E	LL 95 CI	UL 95 CI	z	Sig.(two)
Frequent of visit	Sobel	-0.0159	0.0065	-0.0287	-0.0032	-2.4516	0.0142
Amt. Spent		-0.0006	0.0064	-0.0131	0.0119	-0.0924	0.9264

**Table 8: Bootstrap result for indirect effects**

Mediators		Mean	S.E	LL 95 CI	UL 95 CI	LL 99 CI	UL 99 CI
Frequent of visit	Effect	-0.0160	0.0077	-0.0344	-0.0025	-0.0389	0.0005
Amt. Spent		-0.0001	0.0062	-0.0116	0.0120	-0.0161	0.0182

Table 8 presents the bootstrapped confidence intervals (95%). Here we are looking to see if ZERO (0) lies within the interval range. The 95% lower limit and upper limit with the TRUE indirect effect would be zero (basically no mediation). In this case, the TRUE indirect effect is 95% likely to range from the amount spent (-0.0116 to 0.0120) the estimated effect is 0.000 (lying between these two values). It is observed that zero occurs between the LL and the UL. Hence, the indirect effect of mediation variable towards *Amount Spent* is non-significant. Therefore, the null hypothesis is accepted. Hence we conclude that the hypothesis “The relationship between service quality and buying behaviour is not mediated by frequent of visit and amount spent by the consumer” is accepted.

*H3: “The relationship between store environment of modern retail outlets and buying behaviours mediated by frequent of the visit and the amount spent by the consumer.”*

Table 9 presents the association between buying behaviour and store environment through the mediation variables frequent of visit and amount spent by the consumer. The store environment has a significant impact on buying behaviour when mediated by the frequency of visit ( $\beta=0.1943$ ,  $p=0.000$ ) and amount spent ( $\beta=0.1943$ ,  $p=0.000$ ). It has a significant impact on buying behaviour controlling the mediation variable frequency of visit ( $\beta=0.1973$ ,  $p=0.000$ ) and amount spent ( $\beta=0.1935$ ,  $p=0.000$ ). The path of store environment and mediation variable *Amount Spent* found to be insignificant ( $b_{MX}>0.05$ ) and ( $b(Y_{M,X})>0.05$ ).

**Table 9: Direct and Total Effects for Frequency of Visit and Amount Spent**

	Coefficients		SE		t-value		p-value	
	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent
bYX	0.1943	0.1943	0.0211	0.0211	9.2272	9.2272	0.0000	0.0000

bMX	-0.0432	0.0350	0.0340	0.0267	-1.2687	1.3127	0.2048	0.1896
b(YM.X)	0.0699	0.0222	0.0185	0.0238	3.7719	0.9328	0.0002	0.3511
b(YX.M)	0.1973	0.1935	0.0209	0.0211	9.4195	9.1826	0.0000	0.0000

Table 10 provides the test of the significance of the indirect effect (path an X path b) using the Sobel test found to be the insignificant frequent of visit ( $z=-0.1662$ ,  $p>0.05$ ) and Spend ( $z=0.6460$ ,  $p>0.05$ ).

**Table 10: Indirect effect and significance using normal distribution**

Mediators		Value	S.E	LL 95 CI	UL 95 CI	z	Sig.(two)
Frequent of visit	Sobel	-0.0030	0.0026	-0.0081	0.0021	-1.1662	0.2435
Amt. Spent		0.0008	0.0012	-0.0016	0.0031	0.6460	0.5183

**Table 11: Bootstrap result for indirect effects**

Mediators		Mean	S.E	LL 95 CI	UL 95 CI	LL 99 CI	UL 99 CI
Frequent of visit	Effect	-0.0030	0.0027	-0.0086	0.0018	-0.0117	0.0030
Amt. Spent		0.0009	0.0012	-0.0006	0.0040	-0.0015	0.0058

Table 11 presents the bootstrapped confidence intervals (95%). Here we are looking to see if ZERO (0) lies within the interval range. The 95% lower limit and upper limit with the TRUE indirect effect would be zero (basically no mediation). In this case, the TRUE indirect effect is 95% likely to range from the frequent of visit (-0.0086 to 0.0018) and amount spent (-0.0006 to 0.0040) the estimated effect is 0.000 (lying between these two values). In this case zero occurs between the LL and the UL, and then we conclude that the indirect effect is non-significant. Hence, the null hypothesis, “The relationship between store environment of modern retail outlets and buying behaviour is not mediated by frequency of visit and the amount spent by the consumer” is accepted.

*H4: “The relationship between individual factors and buying behaviour is mediated by frequent of visit and amount spent by the consumer.”*

Table 12 presents the association between buying behaviour and individual factors through the mediation variables frequent of visits and amount spent by the consumers. The individual factors

have a significant impact on buying behaviour when mediated by the frequent of visit ( $\beta=0.5677$ ,  $p=0.000$ ) and amount spent ( $\beta=0.5677$ ,  $p=0.000$ ). They have a significant impact on buying behaviour controlling the mediation variable frequent of visit ( $\beta=0.5763$ ,  $p=0.000$ ) and amount spent ( $\beta=0.5869$ ,  $p=0.000$ ). The path of individual factors found to be insignificant ( $b_{MX}>0.05$ ).

**Table 12: Direct and Total Effects for Frequency of Visit and Amount Spent**

	Coefficients		SE		t-value		p-value	
	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent	Freq. of visit	Amt. Spent
$b_{YX}$	0.5677	0.5677	0.0379	0.0379	14.9715	14.9715	0.0000	0.0000
$b_{MX}$	-0.1106	-0.2392	0.0647	0.0503	-1.7096	-4.7548	0.0876	0.0000
$b(Y_{M.X})$	0.0770	0.0801	0.0175	0.0226	4.3991	3.5462	0.0000	0.0004
$b(Y_{X.M})$	0.5763	0.5869	0.0377	0.0381	15.3018	15.4006	0.0000	0.0000

Table 13 provides the test of the significance of the indirect effect (path an X path b) using the Sobel test found to be the insignificant *Frequent of Visit* ( $z=-1.5589$ ,  $p>0.05$ ).

**Table 13: Indirect effect and significance using normal distribution**

Mediators		Value	S.E	LL 95 CI	UL 95 CI	z	Sig.(two)
Frequent of visit	Sobel	-0.0085	0.0055	-0.0192	0.0022	-	0.1190
Amt. Spent		-0.0192	0.0068	-0.0325	-0.0058	-	0.0051

**Table 14: Bootstrap result for indirect effects**

Mediators		Mean	S.E	LL 95 CI	UL 95 CI	LL 99 CI	UL 99 CI
Frequent of visit	Effect	-	0.0059	-0.0219	0.0019	-0.0303	0.0073
		0.0089					
Amt. Spent		-	0.0069	-0.0350	-0.0080	-0.0401	-0.0041
		0.0192					

Table 14 presents the bootstrapped confidence intervals (95%). Here we are looking to see if ZERO (0) lies within the interval range. The 95% lower limit and upper limit with the TRUE indirect effect would be zero (basically no mediation). In this case, the TRUE indirect effect is

95% likely to range from the frequent of visit (-0.0219 to 0.0019) the estimated effect is 0.000 (lying between these two values). In this case zero occurs between the LL and the UL, and then we conclude that the indirect effect is non-significant. Therefore, the null hypothesis is accepted. Hence we conclude that the hypothesis “The relationship between individual factors and buying behaviour is not mediated by frequent of visit and amount spent by the consumer” is accepted.

## **5. CONCLUSION:**

From the study results, it is concluded that several factors that induce the consumers buying behaviour. Likewise, demographic characteristics like age, gender, education, marital status, occupation and family size of the customers' shows those different perceptions in buying the modern retail products in Karnataka characteristics of customers like. These perceptions are mainly due to the increase of literacy rate, nuclear families, household income, lifestyle changes, young demographics etc. Further the results found that the behavioural frequency of visit, mode of payment and amount spent for buying also induced. Other factors like sales promotion, service quality, store environment and individual factors also made an impact in consumer buying behaviour. Presently, retailing is much more than merchandising. Customers in today modern environment prefer the retail stores as value for cost and money effectiveness, friendly interactions and recreational activities. The expectations of consumers are increasing now towards modern retail stores, hence marketers need to fulfill the expectations to thrive, flourish and germinate in the Indian market.

## **6. IMPLICATIONS AND LIMITATIONS OF THE STUDY:**

The present study bestows the information about demographic and behavioural characteristics of customers and factors influencing buying behaviour. This study supports the responsible management of modern retailers to frame most efficient strategies to attract novel customers and also enhance the customer satisfaction level. However, this study is limited to quantitative survey and due to time shortage, confined to particular cities in Karnataka state.

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