

Examining the Organized Retail Consumer Behaviour of Urban Working Professionals in Telangana: Analyzing the Impact of Selective Factors

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Abstract: *The Indian retail market, over the years, has emerged as a multi-decade growth story - from essentially a non-structured market to one of the most highly structured and organized retail systems. Such growth, indeed, has been through developing tastes, changing lifestyles, and adoption of modern retail concepts. With the growing demand for more organized retail outlets and high penetration of debit and credit cards, a strong culture of consumers has emerged where more informed, empowered, and sophisticated shoppers are involved. The modern consumer's behaviour is thus crucial in understanding the retail industry where attributes of the store as well as strategic offerings in terms of shopping decisions prevail. This research attempted to understand the complex dynamics of retail consumer behaviour, with a focus on where, when, and how consumers shop for grocery and home needs. Convenience, pricing, demographic influences, and preparation of a shopping list will be analyzed in detail regarding the choice preferences over offline retail, e-commerce, and quick-commerce channels. This research study highlighted the buying behaviour impulses and explored the psychological and environmental triggers that influenced the purchase decisions of these consumers. This study based on a broad analysis by mixing primary and secondary data helps retailers and marketers to plan their actions while devising strategies to capture the changing demands of Indian customers.*

Keywords: Convenience Shopping, Impulsive Buying, Planned Buying, Urban Working Professionals

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1. Introduction

The retail consumer behaviour landscape has undergone many changes within the recent past due to incessant technological advancement, changes in work culture, and changes in lifestyle. In their study Sinha, P. K., Banerjee, A., & Uniyal, D. P. (2002) found that the variety of goods/merchandise available in a store attracts the respondents more to a particular store apart from other factors like convenience, ambience, service and other factors. Sinha, P. K. (2003) found that convenience to access a store plays an important role in choosing the store either it is from home or a workplace. Gooptu, N. (2009) found that the rise of self-driven and self-governing shopping behaviour of citizens has been on a rise in India with the emergence of shopping malls. Kuruvilla, S. J., & Joshi, N. (2010) study explored the impact of demographics, psychographics and shopping orientation of the urban consumers shopping at malls in India. Jayasankara Prasad, C., & Ramachandra Aryasri, A. (2011) highlighted the impact of demographic factors like age, gender, occupation and other socio-economic factors like income level impact the urban shopper's buying behaviour in Hyderabad city. Chattopadhyay, A. (2013) in his study conducted among the urban shoppers in East Indian cities found that location of the store plays a key role with respect to grocery purchases and range of the merchandise for fashion purchases. A study conducted by Menaka, R., & Chandramana, S. B. (2014) emphasized the importance of store attributes in driving the urban consumer's buying behaviour. Panicker, V. B., & Mohammad, K. A. (2017) observed that the urban women consumers consider shopping as a stress buster and impulse buying influences at least 35% of the respondents chosen for the study. Gupta, D. D., Verma, V. C., Leeson, G. W., & Meiners, N. (2020) observed that perception, comfort, price and quality influence the buying behaviour of shoppers buying at organized retail outlets. Nautiyal, V. T., & Atre, A. (2022) found that the urban women's orientation towards shopping is driven by their employment choices and their focus towards sustainability.

In this context, the primary motive of this research is to examine the shopping trends of urban consumers from an organized retailing perspective by analyzing the impact of selective factors like how age and marital status affect the frequency of grocery shopping and mode, observe particular patterns with different demographics and then understand the different needs and preferences of consumers. Besides these, factors related to work, such as working hours, mode of work (working from home or office), and travel time to

stores that may significantly determine shopping behaviour were also examined. This study aims to examine how these factors influence the choice between shopping online or offline and the preferred day to go grocery shopping.

The research study aims to achieve the following objectives

- Understand Consumer Grocery Shopping Patterns in organized retail stores by urban consumers
- Analyze the Impact of Work-Related Factors on Shopping Behavior
- Examine the Relationship Between Shopping Convenience and Time
- Evaluate the Effects of Pre-planning and Impulsive Buying on Spending

2. Materials and Methods

The quantitative research approach has been employed to analyze the behaviour of consumers at workplaces in urban areas of Telangana, targeting grocery and home needs shopping habits and preferences. Data was collected from 108 respondents, who are working professionals in the urban areas of Telangana, by a survey. The method combines various statistical techniques with the theoretical framework to offer an in-depth understanding of the findings.

The online questionnaire for data collection captures the essence of key demographics of respondents' profiles regarding work-related variables, shopping habits, purchase preferences, especially in regard to grocery and home needs shopping. In the case of this online questionnaire, there were some closed-end and open-end questions for capturing information from the concerned target group. The variables considered for the study are given below.

Demographics: Age, gender, marital status, work experience, and place of residence.

Work Information: Work mode (remote, office, hybrid), working hours, commute time, and job-related factors.

Shopping Behaviour: Shopping frequency, shopping mode (offline, online, quick-commerce), preferred shopping days (weekdays vs. weekends), and list vs. impulse shopping habits.

Retail Preferences: Preference for brick-and-mortar retail stores, webstore, and quick-commerce. The survey also questions why one chooses a certain platform and what is the cost of a product when it is purchased from either of the platforms.

Commuting Habits: Whether it is travelling to office or otherwise, what modes of transport one uses while commuting and how it actually impacts the decision of purchase.

The statistical techniques employed in this study are Chi-Square Test, ANOVA (Analysis of Variance) and Regression Analysis.

With the help of above statistical techniques following hypotheses were tested.

Ha 1: The grocery shopping frequency differs greatly with the different age groups.

Ha 2: There is a relationship between travel time to the grocery store and the choice of shopping day (weekdays vs. weekends).

Ha 3: The mode of shopping (offline vs. online) is influenced by the working hours and mode (work from home or office).

Ha 4: Consumers who work longer hours prefer online shopping over offline shopping.

Ha 5: There is a relationship between marital status and the frequency of grocery shopping.

Ha 6: The behaviour of impulse buying relates to the online shopping platform influenced by the respondent's work schedule.

3. Results

1). **Ha 1:** The grocery shopping frequency differs greatly with the different age groups.

Statistical Method: ANOVA

Null Hypothesis (H₀1): The frequency of grocery shopping is the same among all age groups.

Alternative Hypothesis (H_a1): The mean grocery shopping frequency is different for at least one age group.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
20-25	41	105	2.560976	1.902439		
26-30	32	92	2.875	2.370968		
31-35	14	44	3.142857	3.516484		
36-40	10	13	1.3	0.455556		
40-50	6	14	2.333333	2.266667		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	23.93443	4	5.983608	2.782477	0.030817	2.464505
Within Groups	210.7452	98	2.150461			
Total	234.6796	102				

Figure-1: Ha1 Testing-ANOVA Single Factor Calculation Summary. Source: Authors' Calculation

P-value Analysis:

The P-value is 0.0308 that is less than the significance level of 0.05. Therefore, the null hypothesis needs to be rejected. It means that a statistically significant difference exists in terms of the frequency of visits to shops among the groups of different ages.

F-value Analysis:

The F-value is 2.782, which is greater than the F critical value at 2.4645. Thus, it would further reject the null hypothesis. This shows that the age brackets exhibit significant variations in how frequent they shop.

Understanding consumer behaviour through age demographics helps develop more effective marketing and customer satisfaction strategies. The large differences found in shopping frequency by itself show that applying customized approaches can meet different needs across disparate consumer segments. From the ANOVA analysis carried out on the data for shopping frequency across different age groups, significant insights regarding consumer behaviour with respect to grocery shopping emerge

2). **Ha 2:** There is a relationship between travel time to the grocery store and the choice of shopping day (weekdays vs. weekends).

Statistical Method: Chi-Square Test

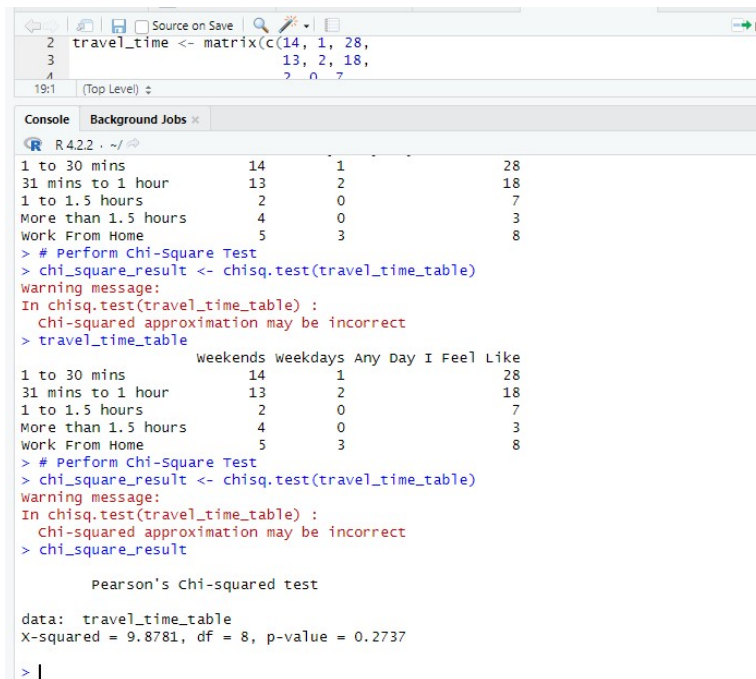
Null Hypothesis (H₀2): There is no relationship between travel time to the grocery store and the choice of shopping day, which falls during weekdays as opposed to weekend days.

Alternative Hypothesis (H₁): There exists a connection between travel time to the grocery and the day of shopping, either during the weekdays or the weekend.

Variables Involved:

Dependent variable: Type of day when shopping, coded as either weekend or working day. Independent

Variable: Travel time to grocery shop (either in minutes or as a category: short, medium, or long).



```

2 travel_time <- matrix(c(14, 1, 28,
3                          13, 2, 18,
4                          2, 0, 7,
                          4, 0, 3,
                          5, 3, 8))
19:1 (Top Level) >

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1 to 30 mins      14      1      28
31 mins to 1 hour 13      2      18
1 to 1.5 hours    2       0       7
More than 1.5 hours 4       0       3
work From Home   5       3       8
> # Perform Chi-Square Test
> chi_square_result <- chisq.test(travel_time_table)
warning message:
In chisq.test(travel_time_table) :
  Chi-squared approximation may be incorrect
> travel_time_table
      weekends weekdays Any Day I Feel Like
1 to 30 mins      14      1      28
31 mins to 1 hour 13      2      18
1 to 1.5 hours    2       0       7
More than 1.5 hours 4       0       3
work From Home   5       3       8
> # Perform Chi-Square Test
> chi_square_result <- chisq.test(travel_time_table)
warning message:
In chisq.test(travel_time_table) :
  Chi-squared approximation may be incorrect
> chi_square_result

      Pearson's Chi-squared test

data: travel_time_table
X-squared = 9.8781, df = 8, p-value = 0.2737
> |

```

Figure-2: Ha2 Testing-Chi-Square Test Calculation Summary. Source: Authors' Calculation

P-value:

The calculated p-value is 0.2737. This value indicates the probability of getting the data, or more extreme, under the assumption that the null hypothesis is correct. Since the p-value (0.2737) is larger than the significance level (0.05), we cannot reject the null hypothesis.

But we can establish the relationship between the travel time and the choice of which day to shop either by increasing the significance level or by collecting more responses. The analysis, on its part, shows there exists no statistically significant association of the travel time to grocery shopping with the choice of which day to shop, between weekends and weekdays. There is data showing that how much time shoppers take travelling will not significantly influence choosing which day to shop, be it on a weekday or during weekends or any other given day when they feel like shopping.

3). Ha3: The mode of shopping (offline vs. online) is influenced by the working hours and mode (work from home or office).

Statistical Method: Chi square Test of Independence

Null Hypothesis (H03): The mode of shopping (offline or online) is not influenced by working hours and the mode of work (work from home or office).

Alternative Hypothesis (Ha3): The mode of shopping (offline or online) is influenced by working hours and the mode of work.

P-value Analysis:

The p-value is 0.2509, which is larger than the commonly used significance level of 0.05. Therefore, there is not enough evidence to reject the null hypothesis. Since the p-value is more than 0.05, we don't reject the null hypothesis. It indicates that with a statistical standpoint, the mode of work has nothing to do with the mode of shopping.

But we can establish the relationship between the mode of work and mode of shopping either by increasing the significance level or by collecting more responses. The Chi-Square Test results did not show any statistically significant association between mode of shopping and mode of work; it showed the following. This suggests, based on the data available, that work setting arrangements, whether home-based or office-based, as well as a combination, do not correlate significantly to whether they tend to shop online, off or both.

```

20 # Create the contingency table
21 mode_of_work_data <- matrix(
22   c(4, 6, 9), # work from Home
23   c(26, 10, 38), # work from Office
24   c(3, 2, 10), # Hybrid
25   nrow = 3, byrow = TRUE
26 )
27
28
29 # Assign column and row names
30 colnames(mode_of_work_data) <- c("offline", "online", "both")
31 rownames(mode_of_work_data) <- c("work from Home", "work from office", "Hybrid")

```

```

> mode_of_work_data
      offline online both
work from Home      4      6      9
work from office    26     10     38
Hybrid              3      2     10

```

```

> # Perform the Chi-Square Test
> chi_square_result <- chisq.test(mode_of_work_table)
warning message:
In chisq.test(mode_of_work_table) :
  chi-squared approximation may be incorrect
> # Print the results
> print(chi_square_result)

Pearson's Chi-squared test

data: mode_of_work_table
X-squared = 5.3751, df = 4, p-value = 0.2509

```

Figure-3: Ha3 Testing-Chi-Square Test Calculation Summary. Source: Authors' Calculation

4). Ha 4: Consumers who work longer hours prefer online shopping over offline shopping.

Statistical Method: Regression Analysis

Independent Variable (X): Working Hours Category

Dependent Variable (Y): Mode of Shopping

Regression Statistics								
Multiple R	0.020915658							
R Square	0.000437465							
Adjusted R Square	-0.00899237							
Standard Error	0.893528241							
Observations	108							
ANOVA		df	SS	MS	F	Significance F		
Regression		1	0.037038683	0.037038683	0.046391559	0.829879489		
Residual		106	84.62962798	0.798392717				
Total		107	84.66666667					
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.104315747	0.554127913	3.797527066	0.000243957	1.005703265	3.20292823	1.005703265	3.20292823
X Variable 1	0.013333926	0.061906828	0.215386999	0.829879489	-0.109402382	0.136070234	-0.109402382	0.136070234

Figure-4: Ha4 Testing-Regression Analysis Calculation Summary. Source: Authors' Calculation

The regression analysis results are as follows:

1. Regression Statistics

- Multiple R 0.0209
- R Square 0.0004
- Adjusted R Square -0.0090

2. ANOVA Table

- F-Statistic 0.0464
- Significance F 0.8299

3. Coefficients Table

- Intercept 2.1043
- X Variable 1 0.0133

P-value analysis:

The p-value associated with the coefficient is 0.8299, which is much greater than 0.05. This means that the relationship between working hours and preference for the mode of shopping is statistically not significant.

There is no significant relationship between the number of office working hours and the mode of shopping: offline versus online. The R Square value is very low, and the p-value indicates a lack of statistical significance. Therefore, issues other than working hours must be influencing the preference in shopping mode. But, we can establish the relationship between working hours and the online shopping preferences either by increasing the significance level or by collecting more responses.

5). Ha 5: There is a relationship between marital status and the frequency of grocery shopping.

Statistical Method: ANOVA

Null Hypothesis (H05): The average grocery shopping frequency of married and unmarried people is not significantly different.

Alternative Hypothesis (Ha5): There is a significant difference between married and unmarried people about their grocery shopping frequency.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Married	35	77	2.2	2.694118		
Unmaaried	73	200	2.739726	2.028539		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	6.891501776	1	6.891502	3.073783	0.082455	3.930692
Within Groups	237.6547945	106	2.242026			
Total	244.5462963	107				

Figure-5: Ha5 Testing-ANOVA Calculation Summary. Source: Authors' Calculation

F-Statistic: The F-value computed is 3.0738, and this value describes the relationship of variance among groups versus the variance within groups.

P-value: 0.0825. Greater than the significance level is 0.05; this means there is not enough evidence to reject the null hypothesis.

F Critical: The critical F-value is 3.9307. Because the calculated F-value, 3.0738, is less than the critical value, we do not reject the null hypothesis.

From the ANOVA results, we fail to reject the null hypothesis. Therefore, there is no difference in average grocery shopping frequencies between married and unmarried samples. It means marital status shows no significant effect on the grocery shop frequency in the analyzed set. Since there is a very slight difference between the p value and alpha, we can establish the relationship between the marital status and frequency of grocery consumption by increasing the significance level to 10% or by collecting more responses.

6). Ha 6: The behaviour of impulse buying relates to the online shopping platform influenced by the respondent's work schedule.

Statistical Method: Chi Square Test of Independence

Null Hypothesis (Ho6): There is no significant difference between impulse buying behaviour and online shopping platform as well as work schedule. That is, work schedules and online shopping platforms have no impact on impulse buying behaviour.

Alternative Hypothesis (Ha6): There is a connection between impulse buying behaviour, online shopping platform, and work schedule. That is, work schedules and online shopping platforms have an impact on impulse buying behaviour.

```

134 # Perform the Chi-Square test
135 chi_square_result <- chisq.test(impulse_buying_table)
136 impulse_buying_table
137 # Display the results
138 print("Chi-Square Test Results:")
139 print(chi_square_result)
140
141

```

140:1 (Top Level) ↓

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```

Pearson's Chi-squared test

data: impulse_buying_table
X-squared = 3.4276, df = 4, p-value = 0.489

> impulse_buying_table
      Ecommerce Offline
work from Home (Yes)      8    11
work from office (Yes)   22    42
work from office (No)    1     9
Hybrid (Yes)             4     9
Hybrid (No)              1     1
> # Display the results
> print("Chi-Square Test Results:")
[1] "Chi-Square Test Results:"
> print(chi_square_result)

Pearson's Chi-squared test

data: impulse_buying_table
X-squared = 3.4276, df = 4, p-value = 0.489

> ##

```

Figure-6: Ha6 Testing-Chi-Square Test Calculation Summary. Source: Authors' Calculation

The p-value here is 0.489, which is way beyond the traditional significance levels. If you use a 5% significance level (0.05), then the p-value of 0.489 is much greater than 0.05. Thus, we fail to reject the null hypothesis.

4. Discussion

Retailers should align their marketing and stores according to the preferences of different age groups. Fast and easy, in-and-out experiences will attract the younger consumer by implementing self-checkout stations or convenience-focused layout. The older consumer should be able to have their loyalty program or discounts for purchasing in bulk, which helps in less frequent visits rewarding them more. Personalized offers based on age demographics might improve the engagement of a customer with the store to encourage more repeat visits. There is an increasing trend in online shopping especially for work-from-home consumers and the retailers need to invest in their online sites. Special deals that only exist online or even flexible delivery options will attract this segment of consumers. The office workers will be attracted by evening and weekend hours or after- work offers for the off-line shopper. The hybrid models that combine the convenience of online with in-store pickup will both attract. Retailers can make full use of this trend. They need to upgrade their online purchasing experience to more user-friendly interfaces, swift checkouts, and instant delivery. In this context, next-day delivery or even subscription services would appease the hurried customer. In addition to this, efforts can also be put through promotions focused on this sector; the promotions may focus on such aspects as exclusive discounts in bulk purchases or hassle-free return options.

As a way of targeting both married couples or families, the retailer can offer them family-oriented promotions, more pack sizes, or ideas on meal planning. Towards singles, the retailer will develop smaller portion sizes or single-serving options to enable easy shopping. Convenience-oriented, savings-oriented, and meal kits- oriented marketing efforts will appeal to the two groups, ensuring the store resonates with diverse consumer needs. Retailers can create online experiences with impulse buying through targeted recommendation, flash sales, or time-limited offers for encouraging spontaneous purchases. That is where

personalization comes in: recommendations based on past purchase or browsing history can urge consumers to make impulsive decisions. Online platforms of the retailers should be user-friendly, mobile-friendly, and easy to navigate to drive impulse buying.

5. Conclusion

The study encompasses a comprehensive analysis of different factors that influence consumer shopping behaviours, especially in the context of grocery shopping. The insights drawn from the data support the notion that consumer preferences and shopping patterns are highly influenced by demographic characteristics, lifestyle choices, and work schedules. By gaining an understanding of these dynamics, retailers can adapt their strategies to meet the changing needs of their customers and maximize their reach. The study shows key findings on the trends in terms of demographics. It indicates more frequent shopping is preferred by younger demographics, while travel time impacts the number of shopping days. Again, for greater amounts of working hours and those working from home, online shopping emerges as an even more preferred alternative. Channel choice is significantly influenced by price sensitivity. Marital status, usage of prepared shopping lists, impulse buying, and vehicle ownership are some other factors that influence consumer decision-making. These help retailers target specific groups of consumers and thereby increase satisfaction among customers and sales.

The recommendations above are centered around creating more personal experiences through shopping, optimizing both offline and online channels, and providing incentives based on consumer preference. Through flexible shopping options, special promotions for target groups, and technology-driven solutions such as list-making through mobile apps or personalized discounts, retailers can create more engaging and convenient shopping experiences. The study does concede some possible sampling biases and regional effects that could occur because of this kind of survey-based study. Since consumers are always shifting, continuous research should be carried out on their behavioural pattern to enable the retail stores to become sensitive and respond accordingly in respect of the shifting consumer expectation.

This research, overall, highlights the importance of understanding and adapting to the diverse factors that influence consumer behaviour. Doing so will help retailers connect better with their customers, enhance brand loyalty, and, ultimately, drive sustained business growth in a highly competitive marketplace.

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Conflicts of Interest: The authors declare "No conflict of interest".