

Shopping Orientation in the Evolving Indian Market

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RESEARCH

includes research articles that focus on the analysis and resolution of managerial and academic issues based on analytical and empirical or case research

Executive Summary

Studies on shoppers in India have largely been limited to their time and money spending pattern, demographic profile, and preferences for a particular format. It has been found in the studies in other countries that shoppers do not differ much in terms of their demographic profile. Therefore, this study attempts to understand shoppers from their disposition towards shopping. This has been found useful as the differences between retailers are not significant in terms of value delivered.

The study brings out the shopping orientation of the Indian shoppers. The analysis indicates that the Indian shoppers seek emotional value more than the functional value of shopping. Although there is an indication of shopping being considered as a task and should be finished as soon as possible, this orientation is overshadowed by the entertainment value derived by the shoppers. The study also indicates that though there are some similarities in the orientation of Indian shoppers and shoppers from developed countries, there are some significant differences too. The Indian shoppers show an orientation that is based more on the entertainment value than on the functional value.

The other distinct aspects of the Indian shoppers are as follows:

- Post-purchase information management and bargaining.
- Definition of convenience which is proximity to home, work place as well as the places that the shoppers frequent.

Based on the orientation of the Indian shoppers, 300 shoppers are clustered into two segments:

- Fun shoppers: Consisting of 39 per cent of the sample, this segment enjoys shopping and is found to be involved.
- Work shoppers: This segment takes to shopping as an activity that needs to be finished with least effort.

The two segments are found to be different in terms of their demographic and behavioural profile:

- More men in the second segment.
- The first segment buys products of varying values.
- The new format stores attract more fun shoppers than the work shoppers.

The orientation is found to be affected primarily by the type of store, the frequency of buying, and to some extent by the socio-economic classification (SEC). It may be inferred that these variables could be utilized to define the orientation of the shoppers.

Based on the findings, the study draws implications for store format, pricing, and merchandising and suggests that, in order to be successful, the retailers need to experiment with a format that attracts both types of shoppers. As a future initiative, researchers may like to find out the relationship of orientation with store variables such as merchandising, location, communication, and customer retention. ♡

KEY WORDS

Retailing
Shopping Orientation
Segmentation

Shopping is perhaps one of the oldest activities that the human race has been performing with high level of regularity and involvement. Over the years, however, the shoppers' orientation towards this routine activity has been changing. The innovations brought by retailers and marketers in the practice of retailing have been providing new paradigms in the way shoppers have been disposed towards their act of shopping. This has also led to a body of knowledge that aims to understand the orientation of shoppers towards shopping and utilize it to develop typologies. Our concern in this paper is to understand the orientation of the Indian shoppers.

REVIEW OF PRIOR RESEARCH

The earliest work in this area was carried out by Stone (1954) who interviewed women department store shoppers. The study identified four kinds of shoppers:

- *Economic* who would evaluate the store on its offerings in terms of merchandise and prices.
- *Personalizing* who would develop relations with the salespersons.
- *Ethical* who shopped to help the "little guy."
- *Apathetic* who showed lack of interest in shopping.

This study has become a common reference for most of the work on shopper typology. It was even revisited by Boone *et al.* (1974).

A similar study conducted by the *Chicago Tribune* (Brown and Reid, 1955) using in-depth interviews of women shoppers found that shoppers could be classified as Dependent, Compulsive, and Individualistic. Stephenson and Willet (1969) studied adult buyers of apparels, shoes, and toys and based on their patronizing behaviour brought out a typology that, among others, indicated Store Loyal as a category of shoppers. Using AIO statements, Darden and Reynolds (1971) interviewed female heads of households and classified them into four groups including shoppers that were found to be Moralistic. Gillett (1973) studied in-home shoppers and found that their attitude towards shopping was no different from other shoppers. Darden and Ashton (1975) interviewed middle-class, suburban housewives and classified them into seven types. Their study indicated a new category of shoppers that showed their disposition towards stamps. Moschis (1976) studied the cosmetic buyers and found that besides being store loyal, shoppers were also loyal to the brands that they bought. These shoppers showed a problem solving approach to shopping. William, Painter and Nicholas (1978) found

that there were about 15 per cent shoppers who could not be classified. Bellenger and Korgaonkar's (1980) typology included 31 per cent of respondents who were Recreational shoppers. The rest of the shoppers were inclined to economize on their shopping efforts. This tendency to seek enjoyment was found more among women. In a study of women shoppers, Westbrook and Black (1985) classified shoppers based on their involvement with shopping. They found that more than 60 per cent of the shoppers would like to economize and were apathetic to shopping.

Ezel and Motes (1985) found that men and women exhibited similar attitude with regard to grocery shopping. In another study involving men and women, Lesser and Hughes (1986) found 11 types of shoppers. The largest group consisted of shoppers that wanted Service (19%). This was followed by Active (13%) and Inactive (15%) shoppers. Both men and women were found to have such an orientation. AGB's report on lifestyle (1987) brought out five types of shoppers that included among others the Healthy Brigade. Cullen (1990) studied principal household shoppers and described them also as Shopping Affect and Shopping Snob. Kirk-Smith and Mak (1992) provided a typology similar to the AGB's finding. Donthu and Gilliland (1996) carried out a study to profile the Infomercial shoppers and found that those who purchased using infomercial advertisements were more convenience seekers, brand and price conscious, variety seeking, impulsive, and innovators. Based on a study of the Internet shoppers, Donthu and Garcia (1999) indicated that these shoppers display an orientation similar to the infomercial shoppers.

Shopping orientation indicates the way shoppers perform their task of shopping. The evolving retail environment seems to be affecting the orientation. These changes are found to be caused by the decisions taken by the retailer especially in the areas of store format (such as departmental store/on-line store), the socio-economic variables (such as suburban shoppers, middle class shoppers), and gender. Most of the studies have found that the shoppers seem to have similar demographic profile in each of these classifications. The typologies, therefore, have been developed based on their attitude and orientation.

Indian retailing is facing a transition. While the "organized" sector contributes only about 2 per cent to the industry, its impact has been far reaching. The shoppers are being exposed to a new environment of

shopping. There are perceptible changes happening in the areas of merchandising and store upkeep with shopowners trying out new formats. While Foodworld is designed to deliver a good shopping ambience, Subhiksha is bringing in the economies of buying for improved customer value. Discount stores are making inroads so are lifestyle stores like Barista (coffee) and Arcus (home and building). While the reasons of convenience and merchandise are still important, our study indicated that shoppers attach importance to ambience and facilities at the store (Sinha, Banerjee and Uniyal, 2002). The study also found that demographics have a limited role to play in deciding the store to shop. So far, only a few attempts have been made to describe the Indian shopper. Some of the studies conducted by KSA-Technopak have been focusing on aspects such as the time and money spending patterns of the shoppers, their preferences for formats, and demographic aspects. In such a situation, retailers need to find alternative ways to understand the shoppers. In this paper, we make an attempt to segment shoppers based on their shopping orientation and to bring a new perspective in understanding Indian shoppers.

METHODOLOGY

We conducted the study among 300 respondents by interviewing shoppers using a structured questionnaire outside the store they had visited on that day. The stores dealt with grocery, apparels, household appliances, books and music, shoes, lifestyle products like cards and gift items, cosmetics, and medicine. We used this stratification since we found that the store choice depended on the type of product available at the store and also because we wanted to include buying situations with differing level of involvement. A study by Moschis (1976) found that shopping orientation correlated differently with the information mix elements varying with source, source credibility, preference for a source by some consumers, and usage of such information. This study also stated that usage of information and attitude could change depending on the product and the context. In another study, Kline and Wagner (1994) found that the relative importance of information sources differed by level of product-specific buying experiences. Thus, a consumer segment identified as using a highly complex cognitive process of decision-making for a product could exhibit significant deviations for the same product at a different store.

We made efforts to select respondents from the old

and the new format stores. The formats have been distinguished based on the facility provided to the shoppers to browse and choose by themselves. We classified a store as belonging to the new format when the onus of information search was on the shoppers and they had access to the merchandise and could touch and feel without the help of the shopkeeper/salesperson, though they could choose to take the help of the salesperson. Other stores belonged to the old format and we chose them from different parts of the city to enable a wider spread of the sample.

The structured questionnaire which we administered to the respondents included statements on orientation towards shopping which were generated from the studies cited in the earlier section. They constituted four constructs:

- pre-shopping information search
- processing of information while shopping
- post-purchase information management
- gratification derived out of shopping.

At the first stage, each construct was tested for reliability. The scale was also for relationship between the statement and the constructs. In case of the two constructs, gratification derived and information search during purchase, all statements except one had a correlation value below 0.2. Since the reliability was not affected significantly, the statements have been retained in the final analysis. The values are given in Table 1. Pre-purchase preparation and gratification derived showed a very low validity. Based on the alpha values, there seemed a distinct possibility of using any of the other two constructs. A reliability analysis which was also carried out of the combination of constructs did not yield a very different result. Therefore, we decided to use a composite scale consisting of all four constructs that had a Cronbach Alpha value of 0.74.

We carried out factor analysis on 286 valid responses, which generated 13 factors. The scale composed of 37 statements. To arrive at a profile of shoppers based on their orientation, we utilized K-means cluster analysis. Further, we carried out a CART (Classification and Regression Tree) analysis to find out major variables that discriminated the clusters, generated out of cluster analysis, and the characteristics of shoppers and stores. We found CART to be useful as it allowed the response pattern between the dependent (target) variable and the independent variables to be different for different subset of data. This tree-based model splits sequentially the

Table 1: Shopping Orientation Scale Reliability Analysis

Construct	Statement	Cronbach Alpha		
Gratification derived	I shop for pastime	0.49		
	I go shopping whenever I am under stress			
	I feel tense/depressed after shopping			
	Shopping is a waste of time			
	Sales persons add enjoyment to shopping			
	I shop only when compelled			
	I feel relaxed after shopping			
	Shopping takes a lot of effort			
	I am relaxed before shopping			
	Shopping is fun			
	I tend to avoid crowds			
	Information search during purchase		I go to a shop as I can look at a wide variety of merchandise	0.69
			I find myself checking the price	
I shop as I would like to touch and feel the products				
I generally seek help while shopping				
I would discuss with the others before deciding on the purchase				
I check with other shoppers at the store about a new product				
I like to try new outlets				
I try different things				
I would look at all the choices before deciding				
I purchase branded items only				
Bargaining is necessary				
A person can save a lot by shopping for bargains				
I would like to finish shopping as soon as possible				
Post-purchase behaviour	I like to shop alone	0.63		
	I stick to my shopping list			
	I shop because I get to know about new products or idea			
	I exceed the shopping list			
	I talk to others about a bad shopping experience			
Pre-purchase preparation	I share my shopping experiences with my friends	0.16		
	I tend to buy from a particular store			
	It is convenient to shop from home			
	I shop with a list			
	I make unplanned visits to stores			
Composite	I would collect a lot of information before I start shopping	0.74		
	I would shop from the nearest store			
	Lowest price offers attracts me			

sample into smaller clusters based on the predictor variable that leads to the maximum separation in the value of the criterion variable across the clusters. The search algorithm creates subgroups that are maximally heterogeneous in their responses. The analysis produced a classification or decision tree using a series of dichotomous splits of the data to predict the classification of the respondents based on their age, SEC (socio-economic classification that classifies respondents into A, B, C, D and E based on their occupation and education), frequency of visit, gender, marital status, type of stores they visited, and the product class they purchased. All the variables were measured on a category scale.

ORIENTATION TOWARDS SHOPPING

The factor analysis generated 13 orientations towards

shopping (Table 2). These factors, arrived after a varimax rotation, explained about 70 per cent of variance. In order to classify the attitude statements, we applied a cut-off of 0.51 on the factor loading. In the process, we dropped eight statements from the final interpretation. We found that all the factors had low eigen values. Also, there was not much difference among the percentage of explained variance. Hence, all 13 factors have been retained in the analysis.

Post-purchase experience sharing: The foremost shopping orientation of the Indian shoppers was their inclination towards sharing the shopping experience among friends, colleagues, and neighbours. The subject of these discussions seemed to revolve around the merchandise that they found at the store. They wanted to go for shopping, as they would get an opportunity to look at a

Table 2: Shopping Orientation – Rotated Factor Matrix

Factor	Statement	Factor Loading	Variance Explained (%)
Experience sharing	I talk to others about a bad shopping experience	0.825	7.352
	I share my shopping experiences with my friends	0.795	
	I go to a shop as I can look at a wide variety of merchandise	0.510	
Managing stress	I shop for pastime	0.740	7.346
	I go shopping whenever I am under stress	0.700	
	I feel tense/depressed after shopping	0.586	
	Shopping is a waste of time	0.550	
	Sales persons add enjoyment to shopping	0.513	
Information seeking	I generally seek help while shopping	0.741	5.755
	I would discuss with the others before deciding on the purchase	0.738	
	I check with other shoppers at the store about a new product	0.610	
Exploring	I like to try new outlets	0.610	5.008
	I try different things	0.582	
Relaxed after shopping	I feel relaxed after shopping	0.694	4.769
Loyal	I purchase branded items only	0.635	4.703
	I tend to buy from a particular store	0.594	
	Shopping takes a lot of effort	0.560	
	I am relaxed before shopping	0.507	
Bargain seeking	Bargaining is necessary	0.781	4.391
	A person can save a lot by shopping for bargains	0.732	
Go and grab	I would like to finish shopping as soon as possible	0.756	4.261
	I like to shop alone	0.543	
List sticking	I shop with a list	0.737	4.089
	I stick to my shopping list	0.685	
Visiting unplanned	I make unplanned visits to stores	0.791	3.924
Price driven	Lowest price offers attracts me	0.749	3.713
Avoiding crowd	I tend to avoid crowds	0.822	3.496
Shopping from nearest store	I would shop from the nearest store	0.836	3.396

variety of merchandise. They did not seem to attach importance to price and touch-and-feel of the merchandise as compared to variety. They showed a strong tendency to talk more about the bad experiences of shopping.

Managing stress: The statements included in this factor indicated that the shoppers wished to utilize shopping for managing their stress. They seemed to take shopping as a pastime. They would go shopping whenever they felt under stress. In their opinion, the sales person added enjoyment to shopping. They also showed a tendency to feel depressed after shopping. This feeling tended to arise out of situations when the time spent on shopping was not seen as utilized well and was considered a waste of time.

Active information seeking while shopping: The shoppers gathered information actively while shopping. They sought help of others before making the final decision. In case of a new product, they would also ask other shoppers at the store.

Exploring: The shoppers found shopping similar to exploration. They visited new stores to check about the merchandise or anything that was novel. They showed a

tendency to try different things and would not mind visiting several stores. They looked for excitement and were curious to know about new things.

Relaxed after shopping: Shoppers also felt relaxed after shopping. They seemed to get a feeling of accomplishment and deriving good value out of it.

Loyal: Shoppers tended to patronize and buy from a particular store. They were also found to be inclined towards buying branded items. They felt that shopping took a lot of effort and hence loyalty to a brand or a store was exhibited. Shoppers with such an orientation felt relaxed before shopping.

Bargain seeking: Shoppers showed an inclination towards seeking bargain. They felt that bargaining was necessary. Such an orientation was found even when the shoppers were buying a packaged product where the retail price was fixed or from shops that did not entertain bargaining.

Go and grab: Some shoppers had the tendency to finish the task of shopping as soon as possible. These shoppers would like to shop alone. They would come to the store, pick or ask for the merchandise, and leave the store

immediately after purchasing. They would neither spend much time on making decisions at the store nor would they be open to any advice.

List sticking: Shoppers in the study also showed a tendency to making planned purchases. They would shop with a list and would stick to it in most situations.

Visiting unplanned: Shoppers did have the tendency to visit the store without planning also.

Price driven: Shoppers showed an inclination towards low price offers and looked out for such offers.

Avoiding crowd: Some shoppers had shown a tendency to avoid crowds and shop when the stores had fewer shoppers.

Shopping from the nearest store: Shoppers tended to have a preference for buying from the nearest store. The proximity was not necessarily from home. It could be from their workplace or the places that they frequented.

Most of these orientations have been formed as a combination of the statements from at least two of the four constructs. This makes orientation a superordinate phenomenon as compared to each of the constructs though there is a significant contribution of the construct of information processing during purchase. The large number of factors might be an indication of an absence of polarization. It could be attributed to the opportunities that shoppers get in expressing themselves while shopping.

ORIENTATION-BASED SHOPPER TYPOLOGY: WORK VS. FUN

We found that, based on their orientation, the shoppers could be divided into two types: the fun shoppers and the work shoppers. The data were subject to a K-mean cluster analysis. The classification was arrived at based on the final cluster centres. The number signifies the Euclidean distance between each case and its classification centre (Table 3). Each of the statements was allotted to the cluster that carried higher value.

The Fun Shoppers

This group of shoppers went to the market with an objective of deriving maximum value out of their shopping in terms of bargain, information, and enjoyment. For them, shopping was another form of entertainment. They made unplanned visits to the store, collected a lot of information before as well as during shopping. They also took the help of the sales persons, who they felt added to the enjoyment of shopping. Bargains and low prices

attracted these shoppers. Bargaining for them was found to be necessary. They felt that a person could save a lot through bargaining. These shoppers also talked about their shopping experiences to others. They sought variety even when purchasing branded items. Such shoppers used shopping as a “therapy.” They would go to the market when they felt under stress. They would be emotionally charged while shopping and would feel relaxed or tense after shopping. Interestingly, this group also consisted of shoppers who would like to finish shopping as soon as possible and would also like to shop from the nearest store. These shoppers formed 39 per cent of the sample.

The Work Shoppers

This group, consisting of 61 per cent of the shoppers, tended to take shopping as a work or an activity that needed to be performed. They considered shopping as a waste of time. They would prefer to shop from home. They also tended to avoid crowds. In case they went for shopping, it was more as a pastime. Such shoppers would visit stores only when they felt that they had spare time and nothing important to do.

Demographic Profile of the Clusters

These clusters were also studied from demographic and behavioural dimensions. Although there was a lot of similarity in the profile of the two types of shoppers, some differences were noticed (Table 4). The fun shoppers consisted of more SEC A1, A2, and B1 as compared to the work shoppers. This cluster bought lesser number of items during their visits to the store. While the second cluster bought more of lesser value products, the first cluster had bought products of high, medium as well low value more in comparison to the first cluster. There were more men in the second cluster. Also, this cluster consisted of shoppers who had been buying from the chosen store since last three months. However, there was not much difference in the number of shoppers with more than three months’ association with the store. The new format stores attracted more fun shoppers than the work shoppers. The two types of shoppers did not differ in terms of other variables such as motive of purchase, incidence of purchase on that visit, distance travelled to the store, and the vehicle used for shopping.

ANTECEDENTS OF SHOPPING ORIENTATION

We analysed the relationship between the shopper types and their demographic and some behavioural charac-

Table 3: Orientation-based Shopper Types

Statement	Final Cluster Centres	
	Fun	Work
Shopping is fun	3.520	3.168
I would shop from the nearest store	3.245	3.099
I would collect a lot of information before I start shopping	4.137	3.062
I make unplanned visits to stores	3.039	2.938
It is convenient to shop from home	2.578	2.615
I try different things	3.775	3.329
I shop with a list	2.931	2.665
I shop because I get to know about new products or ideas	4.265	3.006
I shop only when compelled	3.010	2.894
I exceed the shopping list	2.863	2.727
I feel relaxed after shopping	3.961	3.205
I go to a shop as I can look at a wide variety of merchandise	4.490	3.404
I would look at all the choices before deciding	4.569	3.615
I generally seek help while shopping	3.461	2.677
I tend to avoid crowds	2.980	3.112
I like to shop alone	2.804	2.702
I would discuss with the others before deciding on the purchase	4.127	2.857
I check with other shoppers at the store about a new product	4.108	2.764
I find myself checking the price	4.529	3.373
I stick to my shopping list	3.049	2.658
I share my shopping experiences with my friends	4.520	3.186
I talk to others about a bad shopping experience	4.490	3.000
I tend to buy from a particular store	3.971	2.820
Shopping takes a lot of effort	3.010	2.739
Bargaining is necessary	3.451	3.180
Shopping is a waste of time	1.902	2.211
I shop for pastime	2.010	2.019
I go shopping whenever I am under stress	2.324	2.149
I shop as I would like to touch and feel the products	4.216	2.807
I would like to finish shopping as soon as possible	3.755	3.205
I like to try new outlets	4.020	3.354
Lowest price offers attract me	3.118	3.056
Sales persons add enjoyment to shopping	3.667	2.876
I feel tense/depressed after shopping	2.480	2.081
I purchase branded items only	4.118	3.565
A person can save a lot by shopping for bargains	3.333	3.298
I am relaxed before shopping	3.902	3.149

teristics of shoppers using a non-parametric technique called CART. It also helped in identifying significant store and shopper characteristics that impacted the orientation. The tree consisted of 25 terminal nodes that showed distinct allocation to the clusters. Although the tree had been drawn for all possible nodes, we carried out the analysis for only those terminal nodes that had more than 20 respondents. The size of many of these nodes was found to be small. We found two terminal nodes suitable, one on each side of the tree. The significant antecedents have been derived from the analysis of these nodes.

At the beginning of the tree, there were 263 shoppers. They were first split on store type (39/61)¹. The left branch

of the tree consisted of 163 respondents who were investigated in old format stores. The right branch of the tree included 100 respondents who had come to the new format stores. The left branch was further split on the frequency of visit to the stores (45/55) and then by marital status (50/50) and SEC (55/45) to find a segment that had 32 shoppers (58/42). Other splits resulted in nodes with smaller numbers and hence those bases were considered insignificant. Similarly, the right branch was further split on SEC (28/72). This was followed by frequency of visit (33/67), age (40/60), product class (35/65), and motive for purchase (44/56). The terminal node consisted of 20 shoppers (50/50).

¹ Percentage of fun shoppers and work shoppers.

Table 4: Profile of Fun and Work Shoppers

	Fun	Work	Total		Fun	Work	Total	
SEC					Monthly Household Income (Rs)			
A1	37.25	30.43	33.08	<1500	0.00	1.27	0.78	
A2	28.43	28.57	28.52	1501-2500	3.00	3.16	3.10	
B1	20.59	18.01	19.01	2501-5000	11.00	16.46	14.34	
B2	3.92	6.83	5.70	5001-7500	8.00	12.03	10.47	
C	7.84	6.21	6.84	7501-10000	25.00	15.19	18.99	
D	1.96	4.97	3.80	10001-20000	33.00	31.01	31.78	
E1	0.00	3.11	1.90	20001-30000	7.00	6.33	6.59	
E2	0.00	1.86	1.14	>30000	13.00	14.56	13.95	
No. of Items Bought					Frequency of Visit			
1	42.62	35.23	38.26	More than twice a week	2.94	5.59	4.46	
2-5	45.90	46.59	46.31	Twice a week	5.88	4.35	4.94	
6-10	4.92	12.50	9.40	Once a week	3.92	3.11	3.42	
11-20	4.92	3.41	4.03	Once a fortnight	6.86	6.83	6.84	
>20	1.64	2.27	2.01	Once a month	18.63	16.77	17.49	
Value of Purchase (Rs)					Once in six months	25.49	11.80	17.11
1-50	30.00	31.82	31.08	First time	22.55	23.60	23.19	
51-100	23.33	19.32	20.95	Need-based	13.73	27.95	22.43	
101-250	11.67	21.59	17.57	Motive of Purchase				
251-500	6.08	7.43	13.51	Self	78.33	80.00	79.31	
501-1000	10.00	6.82	8.11	Gift	21.67	20.00	20.69	
1001-1500	3.33	2.27	2.70	Bought				
1501-2500	1.67	3.41	2.70	Yes	59.80	54.66	56.65	
10000+	5.00	2.27	3.38	No	40.20	45.34	43.35	
Type of Store					Distance Travelled			
New format	72.55	55.28	61.98	<0.5 km	14.14	14.00	11.67	
Old format	27.45	44.72	38.02	0.5-1 km	4.04	4.00	7.39	
Gender				1-2 km	14.14	14.00	11.28	
Male	51.00	62.50	58.08	2-3 km	8.08	8.00	11.67	
Female	49.00	37.50	41.92	3-5 km	22.22	22.00	20.23	
Marital status				>5 km	37.37	37.00	37.74	
Married	59.00	57.05	57.81	Vehicle Used for Shopping				
Unmarried	41.00	42.95	42.19	Two-wheeler	86.15	86.32	86.26	
Duration of Association (Months)					Four-wheeler	13.85	13.68	13.74
1-3	58.11	64.75	62.24	Type of products				
4-6	28.38	19.67	22.96	Grocery	23.53	20.50	21.67	
7-12	9.46	9.02	9.18	Books and music	7.84	11.80	10.27	
13-18	2.70	4.10	3.57	Medicine	4.90	13.66	10.27	
19+	1.35	2.46	2.04	Lifestyle	26.47	19.25	22.05	
				Shoes	14.71	8.07	10.65	
				Household appliances	18.63	20.50	19.77	
				Apparel	3.92	6.21	5.32	

SUMMARY AND IMPLICATIONS

So far, shoppers in India have been studied on the time and money they spend on shopping. While these are important aspects of deriving value out of the shoppers, these studies do not address the issue of managing shoppers at the outlet for a lasting experience. In this paper, we studied the shoppers and found that it was difficult to segregate them on their demographic profile as well as the value of purchase and therefore derive implications of managing them at the store. We suggest an alternative way to understand the Indian shoppers based on their orientation towards shopping. While this

study corroborated some of the orientation and typologies described in the current literature, it has brought out the differences in the orientation of the Indian shoppers.

In this study, we found that the orientation of the Indian shoppers is based largely on entertainment derived out of shopping. The analysis indicated that the Indian shoppers sought emotional value more than the functional value of shopping. Although there is an indication of shopping being considered a task and should be finished as soon as possible, this orientation is overshadowed by the entertainment value derived by the shoppers. Such an orientation is very different from the orientation of the

shoppers in the developed countries. The post-purchase behaviour as found in this study is not indicated in any of the studies so far. The tendency of the shoppers to talk about their shopping experience has implications for building the reputation of the store. It is imperative that every shopper visiting a store needs to be handled carefully because whether the shoppers buy or not (non-buyers were almost half of the sample studied), they would discuss about their visit with others, showed an inclination to patronize stores, and attached importance to referrals. A positive opinion would surely help build traffic as well as loyalty to the store.

The Indian shoppers would like to bargain at any store. This orientation is also not found in any of the studies so far. This seems to be driven by the gratification derived out of 'extracting' a right price from the retailer. During the process of bargaining, the shoppers collect considerable information about merchandise as well as the store. The current market scenario, where sales promotion is rampant, could also be affecting such an orientation. On the part of the shoppers, there is a tendency of asking the retailers to round off the total bill amount that leads to a sort of "cent-off." Under such circumstances, the sales persons at the store need to possess good communication and negotiation skills.

The study brought out a multitude of dimensions with low eigen values. This could be attributed to the constitution of the retail industry. The shoppers have a very limited choice of retail formats, an important variable in shaping orientation. Due to the lack of a varied experience, the shoppers do not seem to expect distinctive characteristics of different stores. We also found that the stores were chosen based on the products that they handle and hence the products became the primary consideration and subdued the importance of other store variables. Retailers need to take up the task of demonstrating the value added by a store. The format of the store could be the prime driver.

Based on their orientation towards shopping, the Indian shoppers could be segmented as: those who take

it as an activity and would like to avoid it and those who find it entertaining and are highly involved. This finding is very similar to the study of Bellenger and Korgaonkar's (1980) and Brown and Reid's (1997). Even the size of the two segments was found to be similar in the study. The two segments of the Indian shoppers were found to be different in terms of the SEC, gender, and the value of the product bought. We found that the fun shoppers tended to visit the new format stores. This was also supported by the findings of the CART analysis. It may be inferred that store type, SEC, and frequency of visit could be utilized to define the orientation of the shoppers.

From the findings of the study, it can be inferred that it is possible to impact the orientation of the shoppers by offering newer formats. However, the shoppers' preference for a store that is nearer and can be visited frequently poses a major challenge in the current retail scenario. The retailers delivering the experience of "fun" would need to offer wider assortment and an ambience where the shoppers would like to spend more time. In the current situation, due to the high cost of real estate, the retailers are finding it difficult to provide such an ambience. However, in order to be successful, the retailers need to experiment with a format that attracts both types of shoppers.

While the findings of this study have implications for store format decision, they do not give any indication of other aspects such as location and assortment planning for each of the stores. The study is also limited to one city. Since it is possible that different cities would have a different socio-cultural milieu and retailing requires good "local" knowledge, we suggest to the researchers to study the differences in orientation across cities/regions. A detailed study of the shoppers for a particular product class may yield more focused findings that may be easier to implement. The study is also not specific to a store. Researchers may also like to find out the relationship of orientation with store variables such as merchandising, location, communication, and customer retention. ✓

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Acknowledgement • The author is thankful to Indian Institute of Management, Ahmedabad for providing financial support for this project and to Professor Arindam Banerjee, Associate Professor, Indian Institute of Management, Ahmedabad for his valuable remarks. The author also expresses his gratitude to two anonymous referees who provided valuable suggestions and comments.

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In every work of genius we recognize our own rejected thoughts: they come back to us with a certain alienated majesty. Great works of art have no more affecting lesson for us than this. They teach us to abide by our spontaneous impression with good humored inflexibility the most when the whole cry of voices is on the other side.

Ralph Waldo Emerson