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Impact of the Behavior of the Vegetable Seller on the Decision of the Choice of Retail Format for Customers (Residing around the South City Mall, Kolkata): An Empirical Analysis

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ABSTRACT

The present study focuses on the influence of a vegetable seller's behaviour on the choice of customer's retail format. A pilot survey was conducted among 20 respondents. It was found that the consumers purchased vegetables from the local market, nearby local shops, cartmen coming in front of the home, supermarkets and from online. For this study, 179 responses were collected from residents staying within a 5km radius of South City Mall, Kolkata. This study shows that the behaviour of the vegetable seller plays a vital role in the choice of the retail format from where the respondent purchased the vegetables.

Keywords: retail format, vegetables, seller's behaviour, consumer behaviour, choice, Kolkata.

I. INTRODUCTION

As we know retailing is the process of selling goods or services to the ultimate customer. According to Philip Kotler, 'Retailing includes all the activities involved in selling goods or services to the final consumers for personal, non-business use. Selling to the final consumers whether it is by a manufacturer, a wholesaler or a retailer-is retailing irrespective of the fact that the goods or services are sold (by person, mail, telephone, vending machine or internet or where they are sold – in a store, on the street or in the consumer's home).'

According to the Ministry of Food Processing Industries, Government of India, India is the second-largest producer of Fruits and Vegetables in the world with a production of 259 million MT. India is the world's largest producer of bananas, papaya, mangoes and guavas, the second largest producer of potatoes, green peas, tomatoes, cabbage and cauliflower.

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For vegetables, major producers include Uttar Pradesh, West Bengal, Madhya Pradesh, Bihar, and Gujarat, together accounting for around 55% of the national production. The country is the second-largest producer of fruits and vegetables, followed by China. Vegetables account for over half of the total market share of the Indian fruits and vegetable market. The industry of fruits and vegetables in India is highly fragmented and unorganized. India exports nearly 5,000 million tons of fruits and vegetables produce to Italy per year. India mainly exports onions and green peas to the countries of the Middle East, such as the United Arab Emirates, Saudi, Qatar, and other countries such as the United Kingdom and the United States of America.

(A) Literature Survey

Sl. No.	Name of the article	Name of the journal	Name of the author	Year	Conclusions
1.	Purchasing Vegetables from Different Channels: A comparative Study on Factors Affecting the Choice of Channel	International Journal of Managerial Studies and Research (IJMSR)	Dr.Rezwanul Huque Khan, Farah NazAditi	2020	The study in Bangladesh found that consumer generally buys vegetables offline for quality and variety. They generally purchase vegetables from the local market, supermarket and online market.
2.	Consumer perceptions and purchase behaviour toward imperfect fruits and vegetables in an immersive virtual reality grocery store		Cindy Lombart, Elena Millan, Jean-Marie Normand, AdrienVerhulst, BlandineLabbé-Pinlon, Guillaume Moreau	2019	This research (that was conducted in the virtual grocery store) has found no significant differences in the number of fruits and vegetables bought by consumers at the different deformation levels of the fruits and vegetables.

3.	Consumer Preference Heterogeneity Evaluation in Fruit and Vegetable Purchasing Decisions Using the Best–Worst Approach		Cindy Lombard, Elena Millan, Jean-Marie Normand, AdrienVerhulst, BlandineLabbé-Pinlon, Guillaume Moreau	2019	This research (that was conducted in the virtual grocery store) has found no significant differences in the number of fruits and vegetables bought by consumers at the different deformation levels of the fruits and vegetables.
4.	Patterns of fruit and vegetable buying behaviour in the United States and India		Zachary Anesbury, Luke Greenacre, Amy L Wilson	2018	Fruit and vegetable brands are not purchased by unique segments of the population. Therefore, in order to increase the number of people buying fruit and vegetable brands, marketers should focus on increasing the mental And physical availability of veg seller.
5.	Factors Influencing The Purchase Intention in Online Organic Fruit and Vegetable Stores	JurnalManajemen Agribisnis	NurAdhitaRahmawati, Arif Imam Suroso, AriefRamadhan	2018	Entertainment, ease of use, and complementary relationship variables affect the user satisfaction, while usefulness variable does not affect The user satisfaction on the Sayur Box website.

6.	A Study on Factors Affecting Consumer's Decision to Purchase Vegetables		Kanchan Singh & Neeraj	2018	Most of the respondents preferred to buy vegetables fresh and from the local market rather than supermarkets.
7.	Effects of Proximity to Supermarkets on a Randomized Trial Studying Interventions for Obesity	A Public Health of Consequence—March 2016	Lauren Fiechtner, Ken Kleinman, Steven J. Melly, Mona Sharifi, Richard Marshall, Jason Block, Erika R. Cheng, Elsie M. Taveras.	2016	A survey among 496 children showed that Living closer to a supermarket is associated with greater improvements in fruit and vegetable intake and weight status in an obesity intervention.
8.	Dimensions of Service Quality and Customer Patronage of Grocery Services in Nigeria	Journal of Management and Corporate Governance	John Anetoh	<u>2016</u>	The conclusion drawn from the study is that Customer patronage is a function of service quality. The conclusion drawn from the study is that Customer patronage is a function of service quality. The conclusion drawn from the study is that Customer patronage is a function of service quality. The conclusion drawn from the study is that customer patronage is a

					function of service quality. The study conducted in Nigeria shows that customer patronage is a function of service quality
9.	Analysis of the behavioural Pattern of Organized and Unorganized Vegetable Retail Shoppers	Bonfring International Journal of Industrial Engineering and Management Science	A.Anuradha	2015	Most of the respondents purchased vegetables from the greengrocer.
10.	Fruit and vegetable purchasing patterns and preferences in South Delhi		Lauren E. Finzer, Vamadevan S. Ajay, Mohammed K. Ali,	2013	Affordability plays an important role in the intake of vegetables and fruits, it's more important the physical access
11.	Consumer Purchasing Behavior Towards Fresh Fruits and Vegetables: A Literature Review.		Raghu G, Dr.SRadha	2012	Consumers are increasing purchases from malls
12.	Retail store choice for fruits and vegetables a study on	http://hdl.handle.net/10603/2349	Balaji P.	2012	Convenience, product range and services greatly influenced the consumers" preferences for traditional

	perception preferences and buying behaviour of consumers	00			mom and pop stores.
13.	Buying behaviour of consumers for food products in an emerging economy	BRITISH FOOD JOURNAL	Jabir Ali, Sanjeev Kapoor, Janakiraman Moorthy	2010	The findings of the study clearly indicate that vegetables and fruits are most frequently purchased from nearby markets as compared to grocery products.
14.	Factors influencing the consumer's choice of retail store	International society for horticultural science	P.J . Batt	2009	independent greengrocers have managed to not only retain but indeed to increase their market share by focusing on superior product quality and customer service
15.	The Insight Study of Consumer Lifestyles and Purchasing Behaviors in Songkla Province, Thailand	International Journal Of Marketing studies	Wassana Suwanvijit, Sompong Promsa-ad	2009	The purchasing behaviours were focused on product variety, facility & service, outlet location, pricing, product quality, refreshment of product and product modernity
16.	Standing up to goliaths: how small traditional stores influence brand choices in India	International Society of Markets & Development (ISMD)	Atish Chattopadhyay, Nikhilesh Dholakia, Ruby R Dholakia	2011	Due to the service mix that is provided, the neighbourhood outlets still commands over the other retail formats.

17.	The Impact of Ethical Sales Behavior on Customer Loyalty: A Case from Vietnam	International Journal of Business and Management	Nguyen Minh Tuan1	2015	The consumers are moving towards to visit the stores and outlets where they have special attention from the salespeople.
18.	Relationship Quality in Services Selling: An Interpersonal Influence Perspective	Journal of Marketing	Lawrence A. Crosby, Kenneth R. Evans and Deborah Cowles	1990	In service organizations, interaction with customers is the main determinant of customer loyalty.
19.	Determinants and consequences of ethical behaviour: An empirical study of salespeople.	European Journal of Marketing	S.Román , & J. L.Munuera,	2005	Ethical behaviours of salespersons help to create long-term relationships among customers
20.	The commitment–trust theory of relationship marketing	Journal of Marketing	R. M.Morgan, & S. D Hunt,	1994	Customer trust in salespersons is a central component of the ongoing relationships, where salespersons provide generously and honourably benefits to customers.

(B) Objectives of the research

To study (in case of purchase of vegetables) whether there is any relationship between choice of retail format and the behaviour of the vegetable seller among the people staying within 5 km radius of South City Mall.

(C) Methodology

A field survey was carried out amongst different consumers residing within 5km around South City Mall. Since the study involved three income groups, so for middle and higher-income groups face to face interview was carried out. Due to Lockdown of 2020, in the later stage of the study, a few interviews were carried out via video call. For the lower-income group, the researcher visited a local club at the back of South City Mall. The respondents from the local slam area had visited that club. Those respondents were interviewed by the researcher.

II. DESCRIPTION OF THE STUDY AREA

South City Mall is a shopping mall in South Kolkata, West Bengal. Located at Prince Anwar Shah Road, Jadavpur (where the Usha Industries factories and staff quarters were situated), it has been open since 16 January 2008. It has a Gross Leasable Area of 1,000,000 sq ft (93,000 m²) and parking for 2,500 vehicles. Anchored by major stores like Pantaloons, Spencer's Retail and Shoppers Stop, there are also 134 other stores, a food court on the top floor and an INOX multiplex.

The adjoining South City Township, with four 35-storeys and one 15-storey residential high rises, was built by the same developer - South City Projects.

South City Mall houses a six-screen INOX multiplex, at the lounge cum food court inside the multiplex's premises. Now it also includes an IMAX multiplex, the only one of its kind in Kolkata. It houses a food court called The Food Street, which contains kiosks of food from around the world. It also features some restaurants like Mainland China. Confectionery is available at Kookie Jar, The Cream and Fudge Factory, Swirl's, Candy Treat, The Cookie Man, Coffee World, Spencer's Bakery, Cafe Coffee Day.

(A) Sample Size

A total of 187 respondents were interviewed using structured and unstructured questions. Amongst the aforesaid 41 are from lower-income group, 51 are from the middle-income group and 98 are from higher-income group.

(B) Sampling Technique Used

The respondents were selected on the basis of convenience sampling. Convenience sampling is a non-probability sampling technique in which respondents are selected because of their convenient accessibility and proximity to the researcher. This method seemed acceptable and appropriate taking into account the exploratory nature of the study.

(C) Data collection

Both primary and secondary data were collected for the study.

Secondary data related to the growth of organized retail were collected from retail-related publications published by different websites, journals and books.

Primary data were collected using structured and unstructured questions in a questionnaire.

The lower-income group respondents were all interviewed in a local club room behind South City Mall. For middle and higher income groups, 10 of the respondents from each of the aforesaid income groups were interviewed at the exit gate of 'Spencer's' outlet at the underground of South City Mall. The rest were interviewed mainly through face to face mode and the rest were interviewed via video call.

(D) Research Instrument

One set of structured and unstructured questions was developed on the basis of the review of the literature survey of secondary data. For the purpose of pre-testing the questionnaires, a pilot survey was conducted among 10 respondents. As an outcome of the pilot study, some of the questions were amended. The modified versions of questionnaires were finally administered amongst the respondents.

Most of the questions were based on a 5-point Likert scale. The value of the Likert scale format lies in the fact that respondents are asked to indicate how much they agree or disagree with the statement. In this survey, respondents were asked to indicate whether they agreed or disagreed with the listed elements relating to vegetables, apparel and mobile shopping.

Another part of the questionnaire contained questions on demographic characteristics of the respondents (age, gender, level of education, occupation, family size, and monthly income).

The 5-point Likert scale used in this study extended from 'very unimportant (1)' to 'very important (5)'.

(E) Data Analysis

For analyzing the data, a chi-square test was conducted. Throughout the study for the analysis

part likelihood ratio, phi and Cramer's V were used. Data analysis was done using SPSS 14.

(F) Research Methodology

The secondary data was collected through various management journals and books. Websites were also referred to. A first-hand questionnaire was prepared and the pilot survey was conducted among 20 respondents. Minor changes were made and the survey was conducted.

III. SIGNIFICANCE OF THE STUDY

The study focused on determining the latest retail outlet choice amongst the consumers staying around South City Mall, Kolkata with reference to vegetable purchases. The owners, partners and managers of the retail outlets and shopping malls of India need to know the choice of the consumers and the reasons behind it. The value of this study goes for all the retailers, owners, mall managers, investors, tenants, customers, government, statutory organizations, researchers, academicians and doctoral students and other stakeholders viz. media partners, event sponsors, outdoor advertisers, kiosk owners and others. Since this study focuses on the behaviour of the vegetable seller, the study can be of immense importance to the psychologists also.

IV. LIMITATIONS OF THIS STUDY

- The primary data collected for this study were mainly gathered from residents around South City Mall and does not represent the retail context in other cities across India.
- This study did focus only on vegetables, so it can be extended to other products also.
- The major limitations of the study are time and money, due to which the current study is carried out in South City Mall area. India is a diverse country and there may be socio-economic differences in different parts of the country. Hence and there may be socio-economic differences in a different part of the country. Hence the results of the study should not be generalized to the whole of India without further study.

(A) Analysis:

Statistics

	Total gender	Total Age	Total education	Total occupation	Total family income	Total number of a family member
N Valid	179	179	179	179	179	179
Missing	0	0	0	0	0	0

Mean	1.5754	2.3743	4.4078	3.0447	2.2570	3.8268
Median	2.0000	2.0000	5.0000	3.0000	2.0000	4.0000
Std. Deviation	.49567	.87385	1.35586	1.36909	.80789	1.16511

Total one seventy-nine (179) respondents participated in the survey. There was no missing value.

- **Gender-Based Categorization**

Total gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	76	42.5	42.5	42.5
female	103	57.5	57.5	100.0
Total	179	100.0	100.0	

42.5% of the respondents are male and the rest are female.

- **CATEGORIZATION ON THE BASIS OF AGE**

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 to 24 years	22	12.3	12.3	12.3
25 to 44 years	89	49.7	49.7	62.0
45 to 64 years	51	28.5	28.5	90.5
65 to 74 years	13	7.3	7.3	97.8
75 and above	4	2.2	2.2	100.0
Total	179	100.0	100.0	

The majority (49.7%) of the respondents are from the age group of '25 to 44 years', while 28.5% of the respondents are from the age group of '45 to 64 years'.

- **CATEGORIZATION ON THE BASIS OF EDUCATION**

Education

	Frequency	Percept	Valid Percept	Cumulative Percept
Valid less than class 10	15	8.4	8.4	8.4
passed class 10	3	1.7	1.7	10.1
passed class 12	12	6.7	6.7	16.8
graduation	44	24.6	24.6	41.3
post-graduation	74	41.3	41.3	82.7
professional degree	31	17.3	17.3	100.0
Total	179	100.0	100.0	

Most of the respondents of this survey are 'post graduates'. They are closely followed by 'graduates'.

- **CATEGORIZATION ON THE BASIS OF OCCUPATION**

Occupation

	Frequency	Percept	Valid Percept	Cumulative Percept
Valid student	22	12.3	12.3	12.3
homemaker	37	20.7	20.7	33.0
service	78	43.6	43.6	76.5
businessman	8	4.5	4.5	81.0
professional	21	11.7	11.7	92.7

retired person	13	7.3	7.3	100.0
Total	179	100.0	100.0	

Most of the respondents of this survey are in 'service', remotely followed by 'homemakers'.

- **CATEGORIZATION ON THE BASIS OF FAMILY INCOME**

family income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than rs.25000/-	41	22.9	22.9	22.9
rs25000 to 75000/-	51	28.5	28.5	51.4
more than 75000	87	48.6	48.6	100.0
Total	179	100.0	100.0	

Most of the respondents of this survey are from the 'higher income group'.

- **CATEGORIZATION ON THE BASIS OF NUMBER OF FAMILY MEMBERS**

number of a family member

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 family member	3	1.7	1.7	1.7
2 family member	24	13.4	13.4	15.1
3 family member	36	20.1	20.1	35.2
4 family member	67	37.4	37.4	72.6
5 family member	36	20.1	20.1	92.7
more than 5 family member	13	7.3	7.3	100.0

Total	179	100.0	100.0	
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Mostly the lower-income groups belong to ‘families with 4 members’ closely followed by the ones who belong to ‘families with 5 members’.

(B) Testing of Hypothesis

1. Choice of retail outlet gender-wise :

Null Hypothesis: There is no relation between the choice of retail outlet and the gender of the respondents.

Alternate Hypothesis: There is a relationship between the choice of retail outlet and the gender of the respondents.

gender * veg from where Cross tabulation

Count

	Total veg from where					Total
	cart coming to your home	man local market	nearby shop	local online others	and	
Total gender male	3	53	16	4		76
female	13	69	11	10		103
Total	16	122	27	14		179

Pearson chi-square value is less than .05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. So, there is a relation between the choice of retail outlet and the gender of the respondents. But since the value of Phi and Cramer’s V is 0.47 so, this relationship is poor or weak.

2. Choice of retail outlet age-wise

Null Hypothesis: There is no relation between the choice of retail outlet and the age of the respondents.

Alternate Hypothesis: There is a relationship between the choice of retail outlet and the age of the respondents.

Count

	Total veg from where					Total
	cart man coming to your home	local market	nearby shop	local online and others		
Total 18 to 24 years	1	15	6	0		22
25 to 44 years	7	59	12	11		89
45 to 64 years	6	39	4	2		51
65 to 74 years	2	7	3	1		13
75 and above	0	2	2	0		4
Total	16	122	27	14		179

Since more than 5 cells have a value less than 5, the Likelihood ratio was taken. Here likelihood value is more than .05. So, the null hypothesis is accepted and the alternate hypothesis is rejected. So, there is no relation between the choice of retail outlet and the age of the respondents.

3. Choice of a retail outlet according to the highest qualification of the respondents

Null Hypothesis: There is no relation between the choice of retail outlet and the education of the respondents.

Alternate Hypothesis: There is a relationship between the choice of retail outlet and the education of the respondents.

Education * Total veg from where Cross tabulation

Count

	Total veg from where	Total

		cart man coming to your home	local market	nearby local shop	online and others	
Total	less than class 10 education	0	12	6	0	18
	passed class 12	2	8	2	0	12
	graduation	3	30	5	6	44
	post-graduation	7	48	11	8	74
	professional degree	4	24	3	0	31
Total		16	122	27	14	179

Pearson chi-square value is equal to .05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. So, there is a relation between the choice of retail outlet and the education of the respondents.

4. Choice of retail outlet income-wise

Null Hypothesis: There is no relation between the choice of retail outlet and the income of the respondents.

Alternate Hypothesis: There is a relationship between the choice of retail outlet and the income of the respondent.

Total family income * Total veg from where Cross tabulation

Count

		Total veg from where				Total
		cart man coming to your home	local market	nearby local shop	online and others	
Total	less than rs.25000/-	0	29	12	0	41
family	rs25000 to 75000/-	6	39	4	2	51
income	more than 75000	10	54	11	12	87
Total		16	122	27	14	179

Since more than 5 cells have a value less than 5, the Likelihood ratio was taken. Here likelihood value is more than .000. So, the null hypothesis is rejected and the alternate hypothesis is accepted. So, there is a relation between the choice of retail outlet and the income of the respondents.

5. Choice of retail outlet profession wise

Null Hypothesis: There is no relation between the choice of retail outlet and the occupation of the respondents.

Alternate Hypothesis: There is a relationship between the choice of retail outlet and the occupation of the respondents.

Occupation * Total veg from where Cross tabulation

Count

	Total veg from where				Total
	cart coming to your home	man local market	nearby shop	local online and others	
Total student	1	16	5	0	22
occupa tion homemaker	8	22	3	4	37
service	5	56	9	8	78
businessman	0	5	3	0	8
professional	1	15	3	2	21
retired person	1	8	4	0	13
Total	16	122	27	14	179

Since more than 5 cells have a value less than 5, the Likelihood ratio was taken. The likelihood ratio is more than .05. So, the null hypothesis is accepted and the alternate hypothesis is rejected. So, there is a relation between the choice of retail outlet and the profession of the respondents. But since the value of Phi and Cramer's V is 0.12 so, there is a weak relationship.

6. Choice of a retail outlet according to 'number of family members'

Null Hypothesis: There is no relation between the choice of retail outlet and the number of family members of the respondents.

Alternate Hypothesis: There is a relationship between the choice of retail outlet and the number of family members of the respondents.

Total number of family members * Total veg from where Cross tabulation

Count

	Total veg from where				Total
	cart man coming to your home	local market	nearby local shop	online and others	
Total 2 number of a family member	3	16	6	2	27
3 family member	4	27	3	2	36
4 family member	8	42	11	6	67
5 family member	1	28	4	3	36
more than 5 family member	0	9	3	1	13
Total	16	122	27	14	179

Since more than 5 cells have a value less than 5, the Likelihood ratio was taken. The likelihood ratio is more than .05. So, the null hypothesis is accepted and the alternate hypothesis is rejected. So, there is no relation between the choice of retail outlet and the 'number of family members' of the respondents.

7. Choice of retail outlet depends on the behaviour of the vegetable seller.

Null Hypothesis: There is no relation between the choice of retail outlet and the behaviour of the vegetable seller.

Alternate Hypothesis: There is a relationship between the choice of retail outlet and the behaviour of the vegetable seller.

veg seller behaviour * Total veg from where Cross tabulation

Count

		Total veg from where					Total
		cart man coming to your home	local market	nearby shop	local	online and others	
Total veg seller behaviour	very unimportant	1	5	0		2	8
	neutral	7	37	17		10	74
	very important	8	80	10		2	100
Total		16	122	27		14	179

Since more than 5 cells have a value less than 5, the Likelihood ratio was taken. The likelihood ratio is less than .05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. So, there is a relation between the choice of retail outlet and behaviour of the vegetable seller.

(C) Interpretation

Sl. No.	<u>Null Hypothesis</u>	<u>As in this case</u>

1.	There is no relation between the choice of retail outlet and the gender of the respondents.	Rejected Null Hypothesis
2.	There is no relation between the choice of retail outlet and the age of the respondents.	Accepted Null Hypothesis
3.	There is no relation between the choice of retail outlet and the education of the respondents.	Accepted Null Hypothesis
4.	There is no relation between the choice of retail outlet and the income of the respondents.	Rejected Null Hypothesis
5.	There is no relation between the choice of retail outlet and the occupation of the respondents.	Rejected Null Hypothesis
6.	There is no relation between the choice of retail outlet and the number of family members of the respondents.	Accepted Null Hypothesis
7.	There is no relation between the choice of retail outlet and the behaviour of the vegetable seller.	Rejected Null Hypothesis

Explanation of the ‘ interpretation’

- From this study, it can be interpreted that the choice of retail outlet is related to gender, income and occupation of the respondents and also to the behaviour of the vegetable seller.
- From this study, it can be interpreted that the choice of retail outlet is not related to

age, education and number of the family members of respondents.

- Local markets seem to be the favourite amongst all the categories.
- The high-income groups are availing of ‘online services’ and are often accompanied by middle-income groups.
- homemaker, service rendering personnel and professionals are the ones who are using ‘online services’.
- The lower-income groups are sticking to ‘local markets’ and ‘local nearby shops’.
- After ‘local market’, the ‘nearby local shop’ seems to be favourite both among male and female respondents. But the female respondents use more ‘online’ services for bringing vegetables than their male counterparts.

V. CONCLUSIONS

1. It can be seen from the study that ‘local markets’ are the most favourite among the respondents across all ages. This may be due to the ease of travelling and due to convenience.
2. Online services are used only by graduates and postgraduates. Again most of the online services are mainly used by the higher-income group. A very small number of middle-income group uses online services for the purchase of vegetables.
3. Most of the respondents are of the opinion that the behaviour of the vegetable seller is very important. Only in the case of the respondents who are availing online services, the relationship with the vegetable seller is ‘neutral’.
4. Neither the lower-income group avails ‘online’ services and nor do they purchase the vegetables from ‘cartman coming to your home’. As per the conversation with the respondents, the research felt that the lower-income group felt that ‘cart man’s price was probably more normal price of vegetables at the local market. That’s why they did not purchase the vegetables from the cartman.
5. During the conversation with the respondents, the researcher understood that the convenience of walking or cycling to the local market as well as the relationship with the vegetable and fruit seller made the respondents purchase the same from the local market.
6. Visiting the local market the researcher witnessed that the tea stalls of the local markets were the main attraction to many respondents. These tea stalls were unique to local markets and not present in other forms of retail outlets.

7. It can be deduced from above that, the unorganized sector still dominates the 'purchasing of vegetables'. Respondents have commented that if they visit the malls for some other reason, then they purchase vegetables alongside from there. The respondents rarely visit the organized sector only to purchase vegetables.

(A) Future Research

This study tried to explain the store choice behaviour of shoppers from buyer characteristics. Being exploratory in nature, it was concerned with the spread of shoppers.

- It would be interesting to extend the study to other products apart from vegetables.
- It would also be interesting to study the impact of all the factors influencing the purchase of vegetables.

(B) Recommendations

The above is a very important finding as per the managers of the organized retail sector are concerned. In today's world where labour turnover is a major concern, managers need not worry about the relationship between the customer and the ex-employee of the vegetable section. This study proves that customers of the vegetable section would not have a low feeling towards the organization after their favourite employee of the vegetable section leaves the job.

(C) Limitations of the study

The study is limited to a five km radius around the South City Mall of Kolkata. The other areas of Kolkata were not covered. In this study, the residents, (around South City Mall) who were readily available were interviewed. Despite huge efforts, the other residents were either unavailable or uninterested to respond.

(D) Scope for Future study

This study can be carried on throughout India.

A new flavour can be added to the study by adding responses from the different sectors of retailers or salespeople of the vegetable section (in hypermarkets).

This study can be tested periodically to measure the changing impact of vegetable sellers' behaviour on the choice of the retail sector.

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