

# A Study on Consumer Perception and Preferences Towards Unorganized Retail in Ballia

**Ashish Pandey**

Master of Business Administration, Galgotias University

Greater Noida, Uttar Pradesh, India

Email:- [ashishpandey221717@gmail.com](mailto:ashishpandey221717@gmail.com)

## ABSTRACT

This study explores consumer behavior towards unorganised retail in Ballia, Uttar Pradesh. Despite the rise of organised retail, unorganised retail formats—like kirana shops, street stalls, and convenience stores—continue to dominate the Indian retail landscape. The research identifies key factors influencing consumer preferences, including proximity, pricing, product variety, and service experience. A structured questionnaire was used to collect responses from 110 individuals. Findings reveal a strong inclination towards unorganised retail due to familiarity, affordability, and accessibility.

**Keywords:** consumer behaviour, unorganized sector

## I. INTRODUCTION

India's retail sector is undergoing significant transformation, witnessing rapid growth in both organised and unorganised segments. Unorganised retail comprises over 90% of the market and includes local kirana shops, street vendors, and other informal establishments. While organised retail is expanding with modern infrastructure, the unorganised sector still holds a dominant position, especially in semi-urban and rural settings. Ballia, a semi-urban region in Uttar Pradesh, exemplifies this trend. This study evaluates how consumers perceive and prefer unorganised retail in Ballia. Key aspects considered include shopping behavior, product choices, frequency of purchase, and satisfaction levels.

## II. LITERATURE REVIEW

Multiple studies have examined the dynamics between organised and unorganised retail. Gupta & Tandon (2013) observed that proximity, bargaining, and credit options are core reasons for the continued relevance of unorganised retail. Talreja & Jain (2013) emphasized the influence of demographic factors on purchase behavior. Goel & Dewan (2011) highlighted

that consumers value convenience and familiarity when selecting retail formats. These findings align with consumer preferences observed in Ballia, where traditional retail stores remain vital despite organised retail's expansion.

## III. RESEARCH METHODOLOGY

### *Objectives:*

- To identify factors influencing purchases from unorganised retail.
- To study consumer preferences for specific product categories in the unorganised sector.

### *Design:*

- Descriptive and exploratory design.
- Primary data collected via a structured questionnaire.

### *Sample:*

- 110 respondents from rural, semi-urban, and urban areas of Ballia.

### *Sampling technique:*

- Convenience random sampling.

#### *Data Types:*

- Primary: Responses through surveys.
- Secondary: Literature, journals, and online sources.

### **IV. FINDINGS**

#### *Demographics:*

- 63.6% of respondents were female;
- 79.1% were below 25 years.
- 58.2% held a bachelor's degree,
- and 67.3% were students.

#### *Shopping Preferences:*

- 71.6% had awareness of unorganised retail.
- 59.1% regularly preferred unorganised stores, primarily for household and food products.
- 40% of respondents preferred buying household items from such outlets.

#### *Factors Influencing Preferences:*

- Price & Discounts: 75% of respondents agreed these were major drivers.
- Store Proximity & Convenience: Highly rated factors.
- Variety & Availability: Consumers sought a reasonable range, though limited compared to organised retail.
- Customer Experience: Factors like cleanliness and billing efficiency were moderately important.

#### *Problems Noted:*

Inconvenient locations and lack of home delivery emerged as neutral to minor concerns. Most consumers were neutral or satisfied with the quality and variety of goods.

### **V. CONCLUSION**

Despite organised retail's rising prominence, unorganised retail continues to thrive due to its adaptability and deep-rooted customer relationships. The study shows that consumer loyalty to local retailers stems from cost-effectiveness, personalized service, and shopping convenience.

### **VI. RECOMMENDATIONS**

- Unorganised retailers should enhance store hygiene and display layouts.
- Offering loyalty discounts or flexible credit options could increase footfall.
- Collaborations among local retailers might help in bulk purchasing and competitive pricing.

### **VII. LIMITATIONS**

The study focuses only on Ballia and may not represent broader regional variations. Limited to a small sample and predefined product categories.

### **VIII. REFERENCES**

- Gupta, U. & Tandon, V. K. (2013). Changing Consumer Preferences...
- Talreja, M. & Jain, D. (2013). Changing Consumer Perceptions...
- Goel, B. & Dewan, B. (2011). Factors Affecting Consumer Preferences...
- Pandya, A. R. & Bariya, K. J. (2012). Consumer Behaviour in Vadodara...