



The Role of Product Involvement and Knowledge Management in Determining Customer Buying Behaviour in Retail Operations

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ABSTRACT: Knowledge refers to the information and abilities gained via experience or education. Practical implementation, as well as an appraisal of their value in people's lives, demonstrated the validity of concepts. The purpose of this research is to understand more about the retail industry's requirement for Knowledge Management (KM). Leadership, culture, attitude, and a grasp of how merchants develop or strive to boost worker performance of an organization's structure are all critical considerations. Knowledge management (KM) is a system that allows merchants to observe all of their company procedures and operations, which is very significant in today's environment when new technology development is critical to saving time and energy. Knowledge management (KM) is a system that allows merchants to view all of their company procedures and operations. Knowledge management practises emphasise the production of new knowledge and the timely use of organisational knowledge to maintain a strategic advantage. The company must be aware of which information is current, on the verge of becoming old, or has already passed its expiration date. The survey gathered 50 responses from both organised and unorganised traders in Delhi-NCR. This research report will be useful to retailers and other organisations looking to incorporate client purchase trends into their operations.

Keywords: - Knowledge Management, Retailing, Customer buying behaviour, Process of Creativity.

1. INTRODUCTION

Leaders can effectively train workers, organise learning and training resources more efficiently, and give accurate and up-to-date information to employees and decision-makers with proper knowledge management in retail (Premkumar & Rajan, 2017; Wu, Chiu, & Chen, 2020). Retail firms may centralise and democratise knowledge by using a knowledge management platform to make it available throughout their corporate offices, contact centres, and shops, ensuring that everyone has access to the same up-to-date information. The present study explores various aspects to why knowledge management is important and how to use it effectively in the retail business.

Reviewing past studies on the issue might provide a historical perspective and previous investigations in to comparable enterprises in the retail business sector

(Bhatia & Mittal, 2019; Mittal, 2020c). The previous studies have highlighted the need to understand consumer purchasing decisions that can compare, and learn from setbacks, resulting in a better and more efficient retailing operations (Chandel & Ganguly, 2020; Kumar, 2020). The retail industry in India is experiencing a revolution (Mittal, 2020a, 2020b). The majority of our country's retailing is still disorganised. Despite the fact that India's retail sector is growing at a fast speed, the road ahead is riddled with stumbling blocks (Souiden, Chaouali, & Baccouche, 2019). Knowledge Management "maximises returns" since it is at the centre of the global economy, and good management and manipulation will help a firm succeed. This explains why knowledge management has to be given its own title or field. Second, because of the pervasiveness and omnipresence of knowledge, a system for tracking and properly draining its value is

required. Because knowledge is not a tangible or tangible concept, it must be documented and provided in a fashion that permits it to be investigated and handled further (Patil, 2020). Obtaining intangible assets such as "knowledge of customers, products, technologies, and how to make a company work" leads to improved "customer relationships, patents, brands, special skills, and superior supply chains," resulting in improved "customer relationships, patents, brands, special skills, and superior supply chains," according to the argument. As a consequence, managing intangible assets should unquestionably result in optimization and "reap the highest benefits" (Atulkar & Kesari, 2018; Grosso, Castaldo, & Grewal, 2018).

2. INTERPRETATION & ANALYSIS

Researchers are attempting to communicate your structured and disorganised store operating practises using the data gathered (Garg & Kaur, 2018; Kaur, 2017; Rajagopal, 2008a). There are two types of knowledge processes: knowledge production and knowledge integration. Knowledge production is the process by which an organisation produces new general knowledge and other non-routine knowledge, and knowledge integration is the process by which this new knowledge is presented to individuals and groups within the organisation. New organisational strategies conveyed throughout a company through e-mail, and new health insurance policies communicated via a new publication of the organization's personnel manual are examples of consequences (Verma, Panda, & Bansal, 2015; Yoo et al., 2012). Knowledge Management is a collection of practises aimed at improving both the organization's current knowledge processing pattern and its outputs. A discrete Knowledge Management activity has the same purpose as the procedures listed above or is intended to contribute to them. The study of such processes and their influence on knowledge and operational processing and results is what KM is all about. As a result, most knowledge results in companies are not directly managed, created, or integrated by KM, but rather by knowledge processes (performed by operational process agents), which in turn affect knowledge outcomes. If a Knowledge Manager, for example, modifies the rules governing knowledge generation, the quality of knowledge claims may increase (Bian & Moutinho, 2011). Alternatively, if a KM intervention provides a new search technique based on semantic analysis of knowledge bases, the quality of business forecasting models may increase.

“Business-related motives- Making transparent and optimizing the knowledge-intensive primary process

Policy Motives- Professionalizing daily policy formation to provide a better service

Strategic Motives- Creating more intelligent, future-oriented policy processes to respond better to confusing ambient developments.

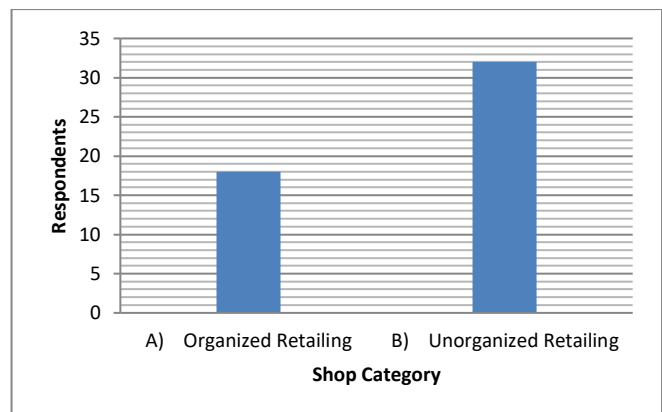
Administrative Motives- Making forms of the bureaucratic organization less bureaucratic in answer to changing relationships with the outside world”.

The most prevalent of these reasons is one that has to do with business. This is used to create a better organisation after accounting for the fact that such businesses are "knowledge-intensive." Knowledge Management will serve as a tool for enhancing and improving "organisational processes."

Data of each table& Chart s were collected through Questionnaire& Personal Interview *

<i>Table No. 01</i>	
Your shop comes under which category?	Respondents (50)
A) Organized Retailing	18
B) Unorganized Retailing	32

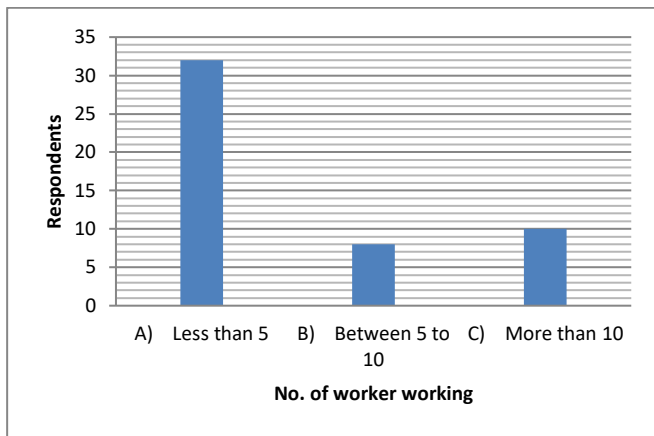
Chart No.01



Interpretation: - With just 18 merchants in the organised retail business and 32 in the unorganised retail industry among the 50 respondents, this is the first indicator of the need for knowledge management..

<i>Table No. 02</i>	
How many workers do you have in a shop?	Respondents(50)
A) Less than 5	32
B) Between 5 to 10	8
C) More than 10	10

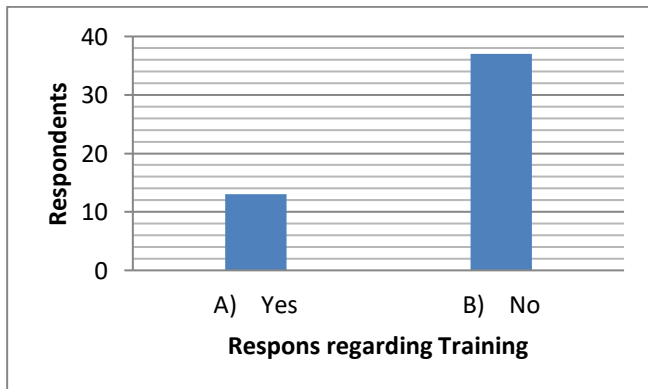
Chart No. 02



Interpretation:- Maximum merchants require less than 5 workers for everyday business operations in retailing, as seen in the graph; this indicates that there is room for manpower training and proper job division.

Table No. 3	
Have you conducted training for workers?	Respondents (50)
A) Yes	13
B) No	37

Chart No. 03

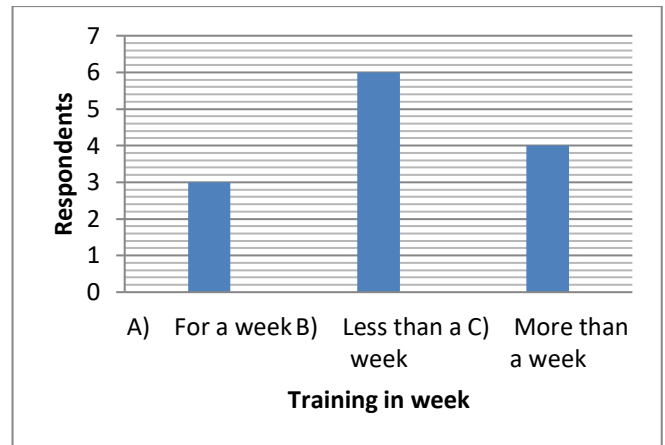


Interpretation: - Thirteen stores currently provide training to their staff, while 37 continue to hire unskilled workers, and some are compelled to perform a training programme for their personnel.

If Yes, Than

Table No. 3(a)	
How many days of training do you conduct?	Respondents (13)
A) For a week	3
B) Less than a week	6
C) More than a week	4

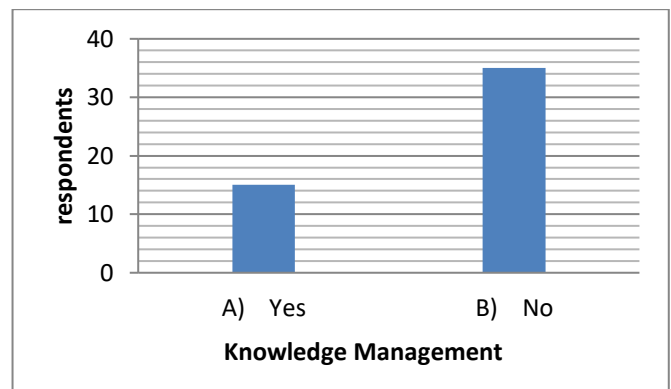
Chart No. 3(a)



Interpretation: -requirement of KM depends on the no. of workers and training which is provided by the retailers.

Table No. 4	
Have you heard about Knowledge Management?	Respondents (50)
A) Yes	15
B) No	35

Chart No. 4

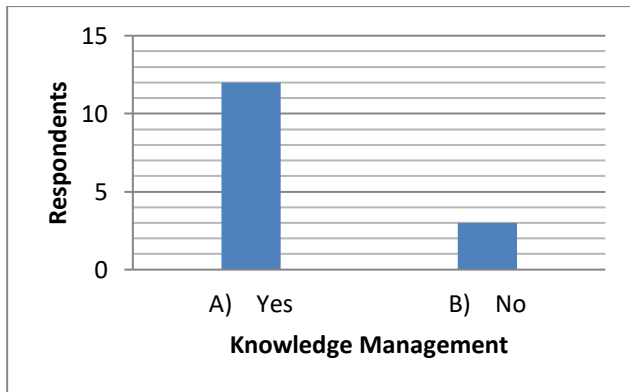


Interpretation: This is a very sad situation for us. Only 42.84 percent of merchants have heard of Knowledge Management, and even fewer have used it..

If Yes, then

Table No. 4(A)	
Do you feel that the KM retailers can provide better services to their customers?	Respondents (15)
A) Yes	12
B) No	3

Chart No. 4 (A)

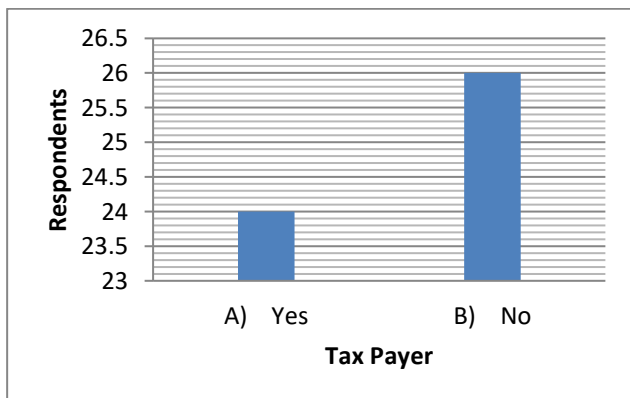


Interpretation: - Merchants are great believers in KM, with 80% believing in it. This suggests that while few retailers are aware of KM, those who have adopted it firmly believe in it.

Table No. 5

Are you Income Tax Payer?	Respondents (50)
A) Yes	24
B) No	26

Chart No. 5

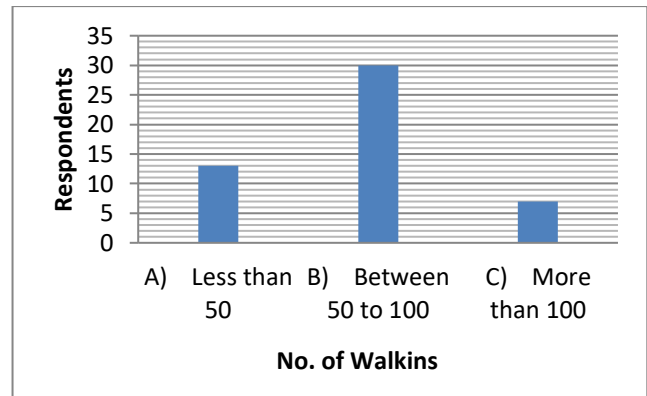


Interpretation: -this chart shows only 24 retailers are timely paid tax according to their income. Less than 50% of retailers are comes in the taxpayer category.

Table No. 6

How many customers purchase various products per day?	Respondents (50)
A) Less than 50	13
B) Between 50 to 100	30
C) More than 100	7

Chart No. 6

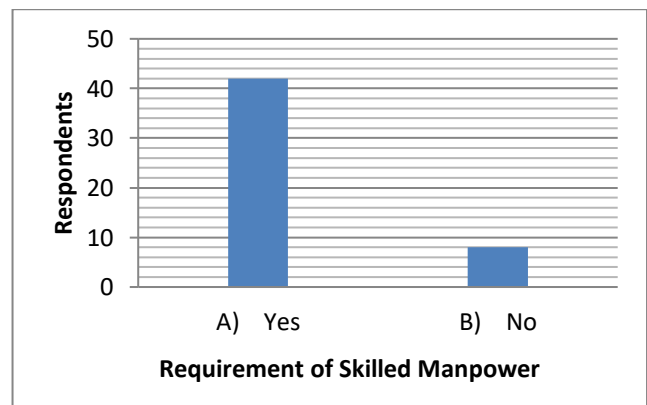


Interpretation: - Daily walk-ins range from 50 to 100, depending on the size of the shop. Indirectly, retailers may assess their manpower requirements and then properly create company policies. Retailers can use this information to make promotional offers. Retailers can also assess their personnel requirements for their operations.

Table No. 7

Are you requiring skilled manpower at the time of festivals?	Respondents (50)
A) Yes	42
B) No	8

Chart No. 7



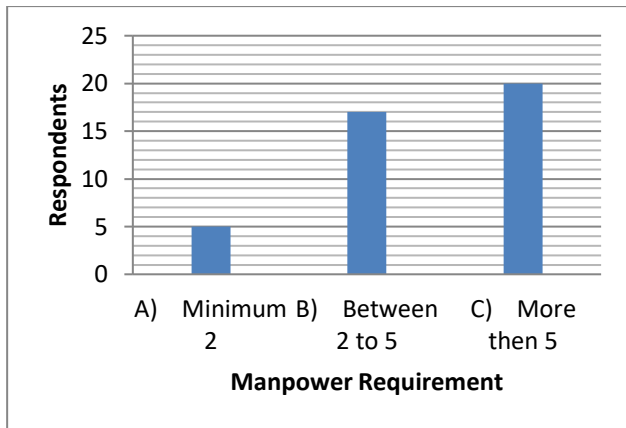
Interpretation: -at the time of the festival demand for skilled manpower is increased which means retailers are aware of their need but only an effective business environment and procedure are required.

If Yes, Then

Table No. 7 (A)

How many people require by you?	Respondents (50)
A) Minimum 2	5
B) Between 2 to 5	17
C) More than 5	20

Chart No. 7 (A)

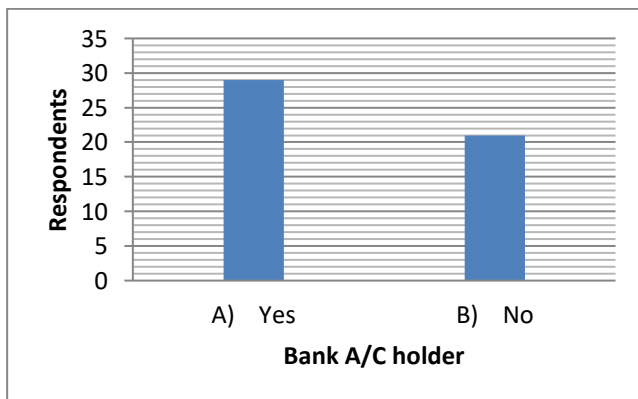


Interpretation: -At the time of festival maximum retailers are required between 2 to 5 trained workers. This data is only retained to small size retailing shops.

Table No. 8

Do you have a Current A/C in any Bank?	Respondents (50)
A) Yes	29
B) No	21

Chart No. 8

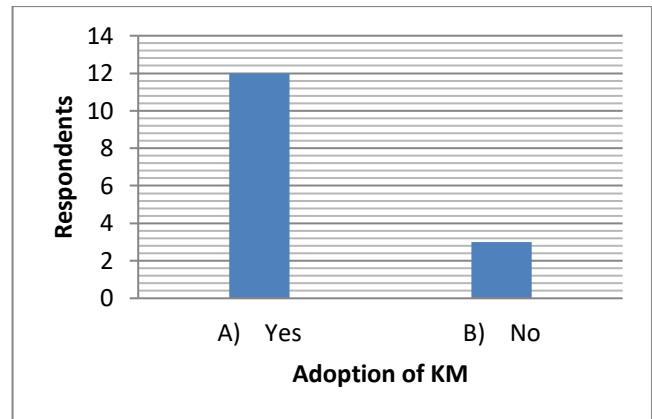


Interpretation: - Only 29 out of 50 respondents had a bank account, indicating that 58 percent of merchants are aware of the proper working procedure and are more concerned of saving and business growth.

Table No. 9

Do you want to adopt KM in process of retailing?	Respondents (15)
A) Yes	12
B) No	3

Chart No.9

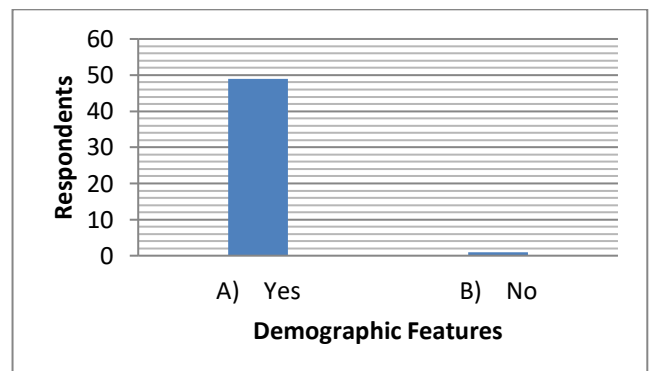


Interpretation:-this data is related to organized retailers and out of the 13 retailers are ready to adopt knowledge management.

Table No. 10

Do you identify demographic features for your retail shop?	Respondents (50)
A) Yes	49
B) No	1

Chart No. 10

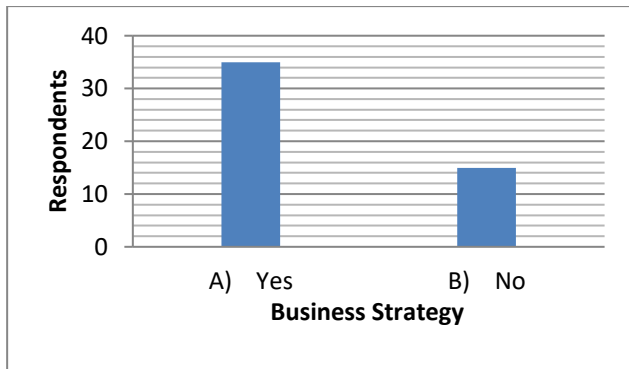


Interpretation: - When they are organised or from unstructured merchants, almost all retailers specify their demographic aspects. They may not understand strategic management or commercial philosophy, yet they can correctly identify their demographic characteristics.

Table No. 11

Do you categorize your business strategies?	Respondents (50)
A) Yes	35
B) No	15

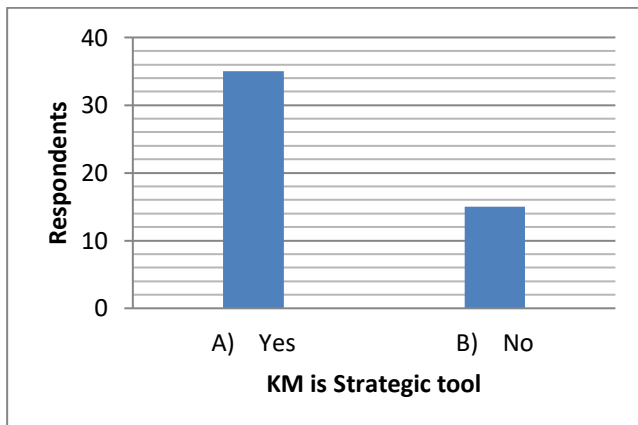
Chart No. 11



Interpretation: -KM is working as a strategic tool for business and 35 respondents are directly or indirectly preparing strategies for their business.

Table No. 12	
Do you feel KM is a strategic tool for business?	Respondents (50)
A) Yes	35
B) No	15

Chart No. 12

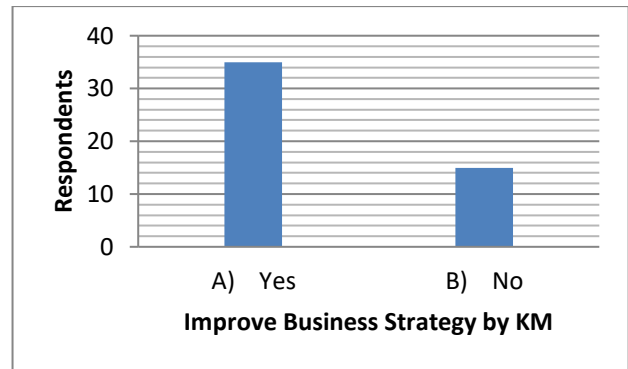


Interpretation: - 35 merchants believe that knowledge management is a crucial business tool because it allows them to provide better service to their consumers.

If Yes, then

Table No. 12 (A)	
Do you want to improve your business strategy through KM?	Respondents (50)
A) Yes	35
B) No	15

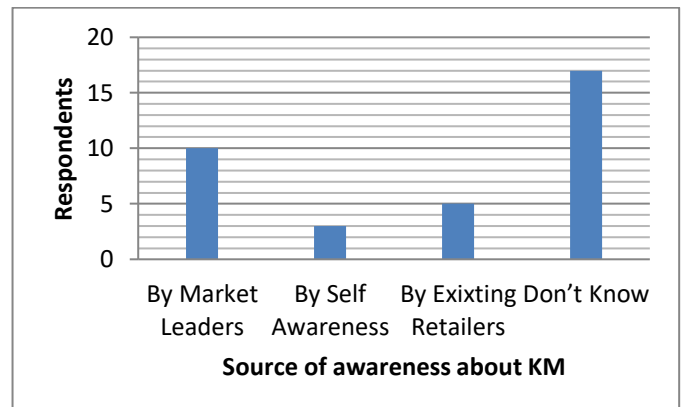
Chart No. 12 (A)



Interpretation:-

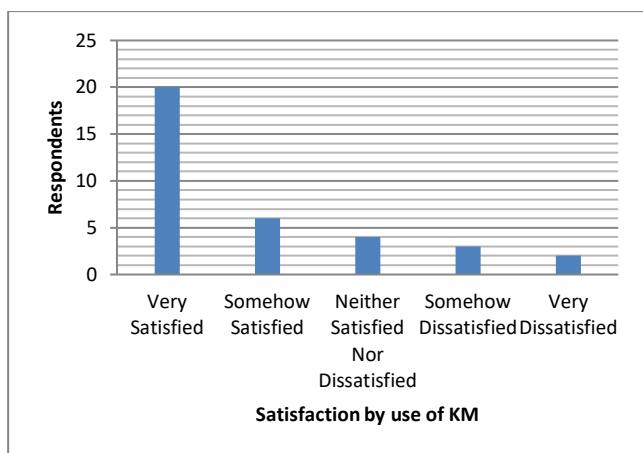
Table No. 13	
How came to know about KM?	Respondents (50)
By Market Leaders	10
By Self Awareness	3
By Existing Retailers	5
Don't Know	17

Chart No. 13



Interpretation: - Most shops use the concept of knowledge management, but they have no idea where it comes from. Second, the majority of retailers receive their knowledge from industry leaders and current retailers, as well as other publications or magazines.

Table No. 14	
Are you satisfied with KM?	Respondents (35)
1. very satisfied	20
2. somewhat satisfied	6
3. neither satisfied nor dissatisfied	4
4. somewhat dissatisfied	3
5. very dissatisfied	2

Chart No. 14

Interpretation: -With the help of the chart we can easily identify that those retailers are already implemented the technique of KM they are very satisfied with the KM environment and no. of very satisfied retailers are 20 out of 50 respondents.

3. FINDINGS

The authors in the paper has highlighted the need of knowledge management to understand the consumer purchasing decisions, as well as how retailers react to the feedback of customers.

Customers satisfaction and after-sales services are now increasingly important to retailers, while the situation is reversed in the unorganised retail sector. Roadside vendors are more focused with pricing than with consumer delight, and they are not intellectually prepared to comprehend these principles. This is why they are unable to grasp the concepts of KM and other retailing concepts.

1. Assist in the implementation of KM

The authors in the paper have identified the strength as well as weaknesses of retailers regarding KM and their main requirement for appropriate 'Training'. Through proper training of KM and other retailing concepts they will be able to adopt new concepts and technologies in their business.

2. Knowledge Management as a Communication Tool:

Knowledge management acts as an effective communication tool within the sector since information workers communicate and function through the social processes of collaborating, exchanging knowledge, and building on each other's ideas. Because knowledge management was designed to satisfy particular productive outputs and to reach out to the consumer

group, it might be a useful tool for improving relationships between producers and consumers.

4. CONCLUSION

Finally, after carefully going through the research process and conducting in-depth observation research, it was discovered that in the current scenario, there is a need for knowledge management in the market. Proper implementation is also required, but the most important requirement is awareness of KM and modern marketing techniques. Even if most shops are unaware of the new principles of communication between seller and customer, this is a very sad thing for society and the government.

All readers will be able to understand the basic problem of retailers in terms of KM, particularly in the unorganised retail industry, as a result of this research, and society will be able to comprehend why governments, NGOs, and trusts must step forward and implement programmes and activities aimed at raising general awareness about the relationship between marketers and customers.

It's probable that knowledge management is "viewed in fundamentally different ways" because of its broad scope. Individuals and organisations that use them, according to Knowledge Management, may have a wide range of motives. The government may utilise Knowledge Management to better understand voter requirements and wishes, either for public benefit or to assure reelection, while corporate leaders are frequently compelled to employ Knowledge Management to maximise profits (also known as the profit motive). I agree, however I'd want to point out that the substance and usefulness of knowledge management projects might differ greatly. Business management, policy management, strategic management, and administrative management are examples of several types of knowledge management, each with its own set of goals. "

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