# RETAIL PRODUCT CHOICES AMONG TOURISTS WITH SPECIAL REFERENCE TO COURTALLAM

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*Abstract:* Travel is one of the most commonly listed interests of people, and it comes in all forms. Some people travel only when they need to visit relatives or friends, others travel on business, and some travel as a sort of spiritual discipline, to discover new things about the world and its cultures and to learn more about themselves in the crucible that is travel. A Study of 368 tourists to visit Courtallam about their purchase of retail product choices was conducted. Results indicated that, the purchase make by the tourists in the leisure place are always purchase more. The major category preferred for shopping by the devotees are Dress items, Food items and Sweet items but they give less importance on Fruit items and Dry Fruit and Spices items.

*Keywords:* Tourists, Product choices, Leisure tourism, Shopping preference, Shopping tourism.

## INTRODUCTION

Tamil Nadu is located along the southeastern coast of India, all the way down to the Indian peninsula's southernmost point where the Bay of Bengal, the Arabian Sea, and the Indian Ocean meet. It is a paradise for tourists. Tamil Nadu being the 'Gateway to the South' has a marvelous mosaic of tourist attractions likes archaeological marvels, sculptural beauties, historical monuments, and exquisite temples with their captivating architecture, beach resorts, hill stations and the alluring wild life. Courtallam is one of the famous tourist centers of Tamil Nadu (South India), which is located in Tirunelveli District, at a mean elevation of 160 metres on the Western Ghats. Many seasonal and a few perennial rivers such as the Chittar River, the Manimuthar River, the Pachaiyar River and the Tamiraparani River originate in this region. The numerous waterfalls and cascades along with the ubiquitous health resorts in the area have earned it the title 'the Spa of South India.

## NEED OF THE STUDY

The researcher has made an attempt to study retail product choices among tourists at Courtallam. It is the need of an hour to know the implications of the tourists while purchasing their products under certain factors comprises of Food items, Sweet items, Fruit items, Dry fruits and Spices and Dress items. Also the researcher has concentrated on the purchasing behavior of the tourists who visited the places of Courtallam and its surroundings.

## REVIEW OF LITERATURE

Anna Irimias, Ariel Mitev & Gabor Michalko (2016), "The study revealed that, the frequency of participating in religious tourism is highly among senior travellers and it is also a main factor because they are willing to spent more and more amount on purchasing sacred souvenirs. Furthermore the researchers developed a new scale for measuring attitude and its behaviour in religious tourism."

Azilah Kasim (2011), "The study spotlight on the importance of thaipusam among devotees and the balance of tourism and religious activities at Batu Caves, Malaysia."

Fernandes, C., Pimenta, E., Gonçalves, F. and Rachão, S. (2012), "The results of the study proposed that accordingly the consumption patterns and the economic impact of pilgrims along the Portuguese route to Santiago de Compostela are minimum."

Gábor Michalkó and Tamara Rátz (2006), "The study found out the female tourists' is more likely to purchase goods such as clothes, shoes, bags and accessories. The role of friends, tourist guides and fellow travellers influence female tourists in taking shopping decisions."

Joanne Yoon-Jung Oh, Chia-Kuen Cheng, Xinran Y. Lehto and Joseph T. O'Leary (2004), "The study analyse the tourists' shopping behaviour by using the variables age, gender and trip typology. The results indicate that the factors which are significant in influencing the preference pattern under the shop or browse category are age, gender and trip typology."

Martina G. Gallarza, Francisco Arteaga, Elena Floristán, & Irene Gil, (2009),"The study has found out the relationship that exists among overall perceived value, satisfaction and loyalty as a chain of behavioural constructs major in sports or cultural mega events and minimum from religious events."

Renata Tomljenović & Larisa Dukić (2017), "The results of this study expressed that religious / spiritual tourism really can cultivate for individual as well as for social transformation, mainly through the emphasis on the spirituality that make tourists reflect on their lives and their worldviews."

Stefania Cerutti & Elisa Piva (2015), "The study has found out the importance of religious events in promoting a particular locality and it shows a positive effect on the structured management framework."

Uttam Kr Baruah & Mrinmoy K Sarma (2016), "The study revealed that the tourists' spent on shopping are comparatively higher than the amount spent on souvenirs and handicrafts."

Vincent C. S. Heung & Eliza Cheng (2000), "The study identified 15 attributes out of which 4 shopping dimensions were identified by using factor analysis. The dimension which drives the tourists to shop more in Hong Kong is staff service quality which is followed by product value and product reliability."

Xinran Y Lehto, Sabrina Y Chen & Carol Silkes (2014), "The study has found a relationship between the demographic variables of tourist's and the shopping psychology of the tourist's. The results revealed that, Female are having more tendency towards brand and Fashion consciousness and variety seeking when compared to males."

## OBJECTIVES OF THE STUDY

The aim of the study is to identify the choice of retail products among the tourists of Courtallam

## RESEARCH METHODOLOGY

### Type of Research

The research design of the present study is descriptive in nature because the researcher wants to know the existing nature of the product purchase of tourists in the town of Courtallam.

### Type of Data

Primary data is collected using a structured undisguised Interview Schedule which is distributed among the tourists of Courtallam. The first part of the schedule focuses on demographic details of the tourists. The second part of the schedule covers the tourist's details and the third part of the schedule includes the product choices. The secondary data were collected from available publications, research studies, articles and websites.

### Sampling Area

This study pertains in the town of Courtallam.

### Population and Sample Unit

As the research study concentrates on product choice of tourists in retail business, the tourists who visit this place for pleasure are the population and who procure the products from the retail shops in the site of Courtallam are said to be the sample respondents.

### Sampling Method and Data Collection Tool

As the sample respondents are found to be quite typical

to turn up to respond to the structured undisguised Interview Schedule, the non-random sampling method, i.e., snow ball sampling method is applied to select the sample respondents of the present study.

### Tools for Analysis

The data collected during investigation, was analyzed using the statistical tools such as descriptive statistics and multiple regression were used.

### Tools for Presentation

The data is presented using the Univariate and Bivariate tables.

## ANALYSIS OF THE DATA

### Summary of Demographic Profile

The table below presents the summary of the demographic profile of the respondents.

**Table 1 Summary of Demographic Profile of the respondents**

| Gender | Male | Female | | | | | |
|---|---|---|---|---|---|---|---|
| Frequency | 222 | 146 | | | | | |
| Percent | 60.3 | 39.7 | | | | | |
| Age | Between 20 and 30 | Between 31 and 40 | Between 41 and 50 | Between 51 and 60 | | | |
| Frequency | 128 | 115 | 92 | 33 | | | |
| Percent | 34.8 | 31.3 | 25.0 | 9.0 | | | |
| Education Status | Literate | Illiterate | | | | | |
| Frequency | 356 | 12 | | | | | |
| Percent | 96.7 | 3.3 | | | | | |
| Education Level | Illiterate | Primary Level | Secondary Level | UG Degree | PG Degree | Professional | |
| Frequency | 12 | 21 | 8 | 142 | 130 | 55 | |
| Percent | 3.3 | 5.7 | 2.2 | 38.6 | 35.3 | 14.9 | |
| Monthly Income | Below Rs. 10,000 | Rs. 10,000 – Rs. 20,000 | Rs. 20,001 – Rs.30,000 | Rs.30,001 – Rs. 40,000 | Rs. 40,001 – Rs. 50,000 | Rs. 80,001 – Rs. 90,000 | Above Rs. 90,000 |
| Frequency | 26 | 189 | 96 | 12 | 9 | 24 | 12 |
| Percent | 7.1 | 51.4 | 26.1 | 3.3 | 2.4 | 6.5 | 3.3 |
| Native | India | Foreign | | | | | |
| Frequency | 332 | 36 | | | | | |
| Percent | 90.2 | 9.8 | | | | | |

**Source:** Primary data

The table above shows the demographic details of the tourists, in that 60.3% of the tourists are belong to the Male category. 34.8% of the tourists belong to the age group between 20 – 30 years. 96.7 % of the tourists are literate. 38.6% of the tourists are belong to the undergraduate level of education, 51.4% of the tourists are earning the monthly income between Rs. 10,001 – Rs. 20,000, 90.2% of the tourists are Indians.

## SUMMARY OF RESPONDENT'S OPINION ABOUT VISITING COURTALLAM

The table below presents the Summary of respondent's opinion about visiting Courtallam.

**Table 2 Summary of respondent's opinion about visiting Courtallam**

| Purpose of Visiting | Pleasure | Health and Medicine | Pilgrim | Business reasons | Mind relief | Knowing the cultural background | Official work |
|---|---|---|---|---|---|---|---|
| Frequency | 156 | 38 | 63 | 24 | 67 | 12 | 8 |
| Percent | 42.4 | 10.3 | 17.1 | 6.5 | 18.2 | 3.3 | 2.2 |
| **Frequency of visiting** | First time | Second time | Third time | Fourth time | Sixth time | | |
| Frequency | 17 | 58 | 64 | 102 | 127 | | |
| Percent | 4.6 | 15.8 | 17.4 | 27.7 | 34.5 | | |
| **Accompanying Members** | Family | Friends | Neighbours | Colleagues | | | |
| Frequency | 203 | 138 | 8 | 19 | | | |
| Percent | 55.2 | 37.5 | 2.2 | 5.2 | | | |

(Source: Primary data)

42.4% of the tourists visiting purpose to this place is for getting pleasure, 34.5% of the tourists visited this place more number of times. Majority (55.2%) of the tourists visited this place with their families.

### 6.3. Level of Purchase Intention

**Table: 3**

| Level of Purchase Intention | Frequently | Sometimes | Occasionally | Rarely | Very Rare | Mean | Std. Deviation |
|---|---|---|---|---|---|---|---|
| Frequency | 151 | 97 | 76 | 44 | 0 | 2.0353 | 1.0473 |
| Percent | 41.0 | 26.4 | 20.7 | 12.0 | .0 | | |

(Source: Primary data)

The above table shows that 41% of the tourists frequently purchase the products while visiting Courtallam.

### 6.4. Multiple Regression Model to Estimate the Purchase Intention from Dress Items

The table below presents the model summary for the

multiple regression model to estimate the Purchase Intention from Dress Items.

**Table: 4.1**

**Model summary to estimate the Purchase Intention from Dress items**

| R | R Square | Adjust-ed R Square | Std. Error of the Estimate | F Change | Sig. F Change |
|---|---|---|---|---|---|
| .981 | .963 | .959 | .20538 | 23.304 | .000 |

The value of R, the multiple correlation coefficient.

R can be considered to be one measure of the quality of the prediction of the dependent variable. A value of 0.981 indicates a good level of prediction. The $R^2$ value also called the coefficient of determination or power of the modal, which is the proportion of variance in the dependent variable that can be explained by the independent variables is 0.963 this shows that our independent variables explain 96.3% of the variability of our dependent variable purchasing intention towards dress items. The F-ratio F = 23.304, p < .05 shows that the independent variables statistically significantly predict the dependent variable.

**Table: 4.2**

**Multiple regression model to estimate the Purchase Intention from Dress Items**

| Predictors | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | -.270 | .114 | | -2.368 | .019 |
| Towel | .574 | .050 | .628 | 11.408 | .000* |
| Shorts | .231 | .066 | .210 | 3.500 | .001* |
| Track Pants | -.036 | .098 | -.037 | -.366 | .715 |
| 3/4th Shorts | -.402 | .056 | -.444 | -7.179 | .000* |
| Sweaters | .494 | .041 | .552 | 12.115 | .000* |
| Jackets | .399 | .035 | .411 | 11.309 | .000* |
| Pullovers | .404 | .081 | .456 | 4.989 | .000* |
| Briefs and Trunks | .115 | .025 | .136 | 4.522 | .000* |
| Vests for Men | -.491 | .079 | -.511 | -6.196 | .000* |
| Boxers for Men | .379 | .047 | .460 | 8.078 | .000* |
| Woollen Shawl for Women | .190 | .050 | .208 | 3.791 | .000* |
| Scarf | -.260 | .059 | -.237 | -4.413 | .000* |
| Pullovers for Women | -.514 | .054 | -.428 | -9.501 | .000* |
| Women Trousers | -.278 | .043 | -.293 | -6.399 | .000* |
| Bed Sheets | .585 | .051 | .675 | 11.384 | .000* |
| Nighties | .146 | .061 | .129 | 2.401 | .017 |
| Woollen Cap | -.326 | .085 | -.335 | -3.825 | .000* |
| Handkerchiefs | .069 | .073 | .084 | .943 | .347 |
| Lungi | -.355 | .038 | -.478 | -9.302 | .000* |
| Woollen gloves | -.047 | .039 | -.060 | -1.190 | .236 |

(*=significant at 5%)

The table above shows that the dress items such as Track pants, Nighties, Handkerchiefs and Woollen gloves are significant in the estimation of purchase intention towards dress items as their significance level is less than 0.05

### 6.5. Multiple regression model to estimate the Purchase Intention from Fruit Items

The table below presents the model summary for the multiple regression model to estimate the Purchase Intention from Fruit Items.

**Table:5.1 Model summary to estimate the Purchase Intention from Fruit Items**

| R | R Square | Adjusted R Square | Std. Error of the Estimate | F Change | Sig. F Change |
|---|---|---|---|---|---|
| .912 | .831 | .817 | .45103 | 56.120 | .000 |

The value of R, the multiple correlation coefficient. R can be considered to be one measure of the quality of the prediction of the dependent variable. A value of 0.912 indicates a good level of prediction. The $R^2$ value also called the coefficient of determination or power of the modal, which is the proportion of variance in the dependent variable that can be explained by the independent variables is 0.831 this shows that our independent variables explain 83.1% of the variability of our dependent variable. The F-ratio F = 56.120, p < .05 shows that the independent variables statistically significantly predict the dependent variable.

**Table: 5.2 Multiple regression model to estimate the Purchase Intention from Fruit Items**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | .418 | .158 | | 2.637 | .009 |
| Apple | .591 | .080 | .691 | 7.421 | .000* |
| Rambutan | -.565 | .068 | -.752 | -8.310 | .000* |
| Mangosteens | .504 | .085 | .563 | 5.897 | .000* |
| Durian | -.438 | .058 | -.468 | -7.580 | .000* |
| Longan | .648 | .081 | .779 | 8.031 | .000* |
| Star Fruit | -1.245 | .137 | -1.530 | -9.092 | .000* |
| Black & Green Grapes | .758 | .083 | .881 | 9.084 | .000* |
| Pomegranates | .148 | .076 | .162 | 1.961 | .051 |
| Mangoes | .182 | .050 | .208 | 3.656 | .000* |
| Oranges | -.525 | .064 | -.436 | -8.180 | .000* |
| Papayas | .066 | .049 | .087 | 1.352 | .178 |
| Pineapples | .372 | .080 | .428 | 4.663 | .000* |
| Plums | 1.262 | .104 | 1.377 | 12.112 | .000* |
| Sugar-apple | -.602 | .105 | -.550 | -5.711 | .000* |
| Guava | .106 | .048 | .126 | 2.217 | .028* |
| Sapote | -.477 | .067 | -.536 | -7.116 | .000* |

The table above shows that the fruit items such as pomegranates and papayas are significant in the estimation of purchase intention towards fruit items as their significance level is less than 0.05

### 6.6. Multiple regression model to estimate the Purchase Intention from Dry fruits and Spices Items

The table below presents the model summary for the multiple regression model to estimate the Purchase Intention from Dry fruits and Spices Items.

**Table: 6.1 Model summary to estimate the Purchase Intention from Dry fruits and Spices Items**

| R | R Square | Adjusted R Square | Std. Error of the Estimate | F Change | Sig. F Change |
|---|---|---|---|---|---|
| .828 | .685 | .658 | .56778 | 24.792 | .000 |

The value of R, the multiple correlation coefficient. R can be considered to be one measure of the quality of the prediction of the dependent variable. A value of 0.828 indicates a good level of prediction. The $R^2$ value also called the coefficient of determination or power of the modal, which is the proportion of variance in the dependent variable that can be explained by the independent variables is 0.685 this shows that our independent variables explain 68.5% of the variability of our dependent variable. The F-ratio F = 24.792, p < .05 shows that the independent variables statistically significantly predict the dependent variable.

**Table:6.2 Multiple regression model to estimate the Purchase Intention from Dry fruits and Spices Items**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | .844 | .352 | | 2.395 | .018 |
| Cashew | -.344 | .057 | -.461 | -6.010 | .000* |
| Almonds | .198 | .092 | .212 | 2.143 | .033* |
| Pista | -.069 | .101 | -.086 | -.679 | .498 |
| Walnuts | -.054 | .063 | -.071 | -.858 | .392 |
| Anjeer | -.109 | .066 | -.119 | -1.665 | .098 |
| Dates | .043 | .076 | .038 | .572 | .568 |
| Kishmish | .223 | .077 | .253 | 2.894 | .004* |
| Cardamom | .403 | .091 | .375 | 4.434 | .000* |
| Cloves | -.174 | .089 | -.177 | -1.960 | .052 |
| Pepper | .026 | .021 | .083 | 1.249 | .213 |
| Cinnamon | .014 | .061 | .016 | .234 | .815 |
| Bay Leaf | .225 | .057 | .283 | 3.969 | .000* |
| Star Anise | .212 | .072 | .252 | 2.925 | .004* |
| Dry Ginger | -.043 | .051 | -.063 | -.850 | .396 |
| Coriander | .169 | .076 | .208 | 2.223 | .027* |
| Black stone Flower | .107 | .074 | .155 | 1.442 | .151 |

The table above shows that the dry fruits and spices items such as pista, walnuts, Anjeer, Dates, Cloves, Pepper, Cinnamon, Dry ginger and Black stone flower are significant in the estimation of purchase intention towards dry fruits and spices items as their significance level is less than 0.05

## 6.7. Multiple regression model to estimate the Purchase Intention from Sweet Items

The table below presents the model summary for the multiple regression model to estimate the Purchase Intention from Sweet Items.

**Table: 7.1 Model summary to estimate the Purchase Intention from Sweet Items**

| R | R Square | Adjusted R Square | Std. Error of the Estimate | F Change | Sig. F Change |
|---|---|---|---|---|---|
| .845 | .714 | .689 | .62241 | 28.467 | .000 |

The value of R, the multiple correlation coefficient. R can be considered to be one measure of the quality of the prediction of the dependent variable. A value of 0.845 indicates a good level of prediction. The $R^2$ value also called the coefficient of determination or power of the modal, which is the proportion of variance in the dependent variable that can be explained by the independent variables is 0.714 this shows that our independent variables explain 71.4% of the variability of our dependent variable. The F-ratio F = 28.467, p < .05 shows that the independent variables statistically significantly predict the dependent variable.

**Table: 7.2 Multiple regression model to estimate the Purchase Intention from Sweet Items**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.678 | .276 | | 6.089 | .000 |
| Milk Kova | -.296 | .060 | -.361 | -4.950 | .000* |
| Milk Halwa | .659 | .066 | .734 | 9.974 | .000* |
| Milk Peda | .083 | .063 | .103 | 1.326 | .187 |
| Coconut Burfi | -.144 | .146 | -.146 | -.986 | .325 |
| Chandrakala | -.539 | .089 | -.554 | -6.064 | .000* |
| Laddu | .252 | .091 | .269 | 2.768 | .006* |
| Cashew Halwa | -.630 | .118 | -.628 | -5.346 | .000* |
| Wheat Halwa | .560 | .167 | .586 | 3.346 | .001* |
| Carrot Halwa | .202 | .099 | .193 | 2.043 | .042* |
| Milk Rasamalai | -.178 | .093 | -.172 | -1.921 | .056 |
| Burfi | -.941 | .128 | -1.088 | -7.329 | .000* |
| Chips | -.541 | .116 | -.605 | -4.666 | .000* |
| Gulab Jamun | .633 | .137 | .768 | 4.620 | .000* |
| Jangiri | .671 | .102 | .807 | 6.611 | .000* |
| Mascoth Halwa | .651 | .092 | .758 | 7.035 | .000* |
| Dry-Fruit Halwa | -.210 | .096 | -.234 | -2.195 | .029* |

The table above shows that the sweet items such as Milk peda, Coconut Burfi, and Milk Rasamali are significant in the estimation of purchase intention towards sweet items as their significance level is less than 0.05

## 6.8. Multiple regression model to estimate the Purchase Intention from Food Items

The table below presents the model summary for the multiple regression model to estimate the Purchase Intention from Food Items.

**Table: 7.1 Model summary to estimate the Purchase Intention from Food Items**

| R | R Square | Adjusted R Square | Std. Error of the Estimate | F Change | Sig. F Change |
|---|---|---|---|---|---|
| .917 | .842 | .818 | .47515 | 35.436 | .000 |

The value of R, the multiple correlation coefficient. R can be considered to be one measure of the quality of the prediction of the dependent variable. A value of 0.917 indicates a good level of prediction. The $R^2$ value also called the coefficient of determination or power of the modal, which is the proportion of variance in the dependent variable that can be explained by the independent variables is 0.842 this shows that our independent variables explain 84.2% of the variability of our dependent variable. The F-ratio F = 35.436, p < .05 shows that the independent variables statistically significantly predict the dependent variable.

**Table: 7.2 Multiple regression model to estimate the Purchase Intention from Food Items**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 4.135 | .160 | | 25.781 | .000 |
| Idli | .603 | .113 | .655 | 5.350 | .000* |
| Varieties of Dosa | .107 | .101 | .106 | 1.057 | .293 |
| Chapatti | -.070 | .124 | -.086 | -.564 | .573 |
| Ven Pongal & Vada | .506 | .163 | .523 | 3.106 | .002* |
| Idiyappam | -.778 | .120 | -.834 | -6.463 | .000* |
| Aapam | -1.050 | .145 | -1.025 | -7.229 | .000* |
| Poori Masala | 2.937 | .284 | 3.691 | 10.351 | .000* |
| South Indian Meals | -1.434 | .280 | -1.411 | -5.118 | .000* |
| Varieties of Biryani | -.265 | .165 | -.268 | -1.608 | .110 |
| Variety Rice Items | -1.974 | .167 | -2.494 | -11.831 | .000* |
| Parotta Recipes | 1.756 | .177 | 2.256 | 9.932 | .000* |
| Egg Recipes | -2.069 | .220 | -1.816 | -9.388 | .000* |
| Fried Rice & Noodles | 2.534 | .278 | 2.601 | 9.127 | .000* |
| Non- Veg. Gravy Items | -.426 | .123 | -.392 | -3.469 | .001* |
| Non- Veg. Dry Items | -1.286 | .161 | -1.077 | -7.989 | .000* |
| Veg. Gravy Items | 1.027 | .244 | 1.007 | 4.218 | .000* |
| Veg. Dry Items | .444 | .147 | .497 | 3.020 | .003* |
| Tandoori | -1.999 | .216 | -2.509 | -9.268 | .000* |
| Barbeque | 1.592 | .160 | 1.868 | 9.929 | .000* |
| Sea Food Items | .349 | .172 | .421 | 2.025 | .045* |
| Soup Items | -1.088 | .231 | -1.298 | -4.707 | .000* |

The table above shows that the food items such as varieties of dosa, Chapatti, and varieties of biryani are significant in the estimation of purchase intention towards food items as their significance level is less than 0.05

**FINDINGS**

The dress items such as Towel, Shorts, 3/4th Shorts, Sweaters, Jackets, Pullovers, Briefs and Trunks, Vests for Men, Boxers for Men, Woollen shawl for women, Scarf,

Pullovers for women, Women trousers, Bed Sheets, Nighties, Woollen Cap and Lungi are significant in the estimation of purchase intention towards dress items as their significance level is less than 0.05.

The fruit items such as Apple, Rambutan, Mangosteens, Durian, Longan, Star Fruit, Black & Green Grapes, Mangoes, Oranges, Pineapples, Plums, Sugar-apple, Guava and Sapote are significant in the estimation of purchase intention towards fruit items as their significance level is less than 0.05.

The dry fruits and spices such as Cashew, Almonds, Kishmish, Cardamom, Bay Leaf, Star Anise and Coriander are significant in the estimation of purchase intention towards dry fruits and spices items as their significance level is less than 0.05.

The sweet items such as Milk Kova, Milk Halwa, Chandrakala, Laddu, Cashew Halwa, Wheat Halwa, Carrot Halwa, Burfi, Chips, Gulab Jamun, Jangiri, Mascoth Halwa and Dry-Fruit Halwa are significant in the estimation of purchase intention towards sweet items as their significance level is less than 0.05.

The food items such as Idli, Ven Pongal & Vada, Idiyappam, Aapam, Poori Masala, South Indian Meals, Variety Rice Items, Parotta Recipes, Egg Recipes, Fried Rice & Noodles, Non- Veg. Gravy Items, Non- Veg. Dry Items, Veg. Gravy Items, Veg. Dry Items, Tandoori, Barbeque, Sea Food Items and Soup Items are significant in the estimation of purchase intention towards food items as their significance level is less than 0.05.

## CONCLUSION:

The researcher was able to pick out the retail items those who create purchase at courtallam. As a product class Dress items, Food items and Sweet items were preferred over Fruit items and Dry fruit and spices items.

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