

A study on consumer behaviour and satisfaction towards retail departmental stores with reference to Coimbatore city

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Abstract: *The purpose of shopping for behaviour facilities is to extend the satisfaction level of the consumers. If the buying behaviour satisfaction level is high, then the productivity is additionally high, this is often to increase the profit also so buying behaviour facilities are the bottom for profit. When a business organization set it as its goal to satisfy its numerous customers, majority of the machineries in the business organization will be effective. They will even be successful because the main reason why their existence is attained and their future survival won't be shaken. The main objective of the study is that to know about the consumer's preference of retail departmental stores in Coimbatore city Area/Region in general and to examine their behaviour towards select retail departmental stores in Coimbatore city Area/Region. Customer loyalty is a crucial element within the marketing activities. For this purpose a sample of 250 was collected were percentage analysis, factor analysis, anova, mean ranking and descriptive statistics were used as a statistical tools to analyse the data and the conclusion is that the customers are satisfied with the service provided but the stores have to look after further development to improve the variety of products with the store which leads to a positive buying behaviour with them.*

Key Words: *Buying behaviour, Customer loyalty and Customer satisfaction.*

1. INTRODUCTION:

Customer satisfaction could be alive of however merchandise and services provided by a corporation meet or surpass client expectation. Client satisfaction provides a number one indicator of client purchase intentions and loyalty. Client satisfaction knowledge are among the foremost of times collected indicators of market perceptions.

Customer satisfaction could be a term of times employed in selling. It's a live of however merchandise and services provided by a corporation meet or surpass client expectation. Client satisfaction is printed as "the sort of consumers, or proportion of total customers, whose according expertise with a firm, its merchandise, or its services (ratings) exceeds such satisfaction goals." Customers aren't solely glad with the whole, that's provided by the corporate at any level of name, the customer expectation is over the standard that's alternative facilities like gifts.

1.1 Departmental store

A chain store could also be represented as an outsized retail organisation having variety of departments within the same building below centralised management. Every department deals above all sort of trade and may be a complete unit in it.

It is conjointly represented as a retail institution that satisfies a good vary of the patron's personal and residential durable goods product needs; and at constant time providing the consumer a alternative of multiple merchandise lines, at variable value points, all told product classes. shops sometimes sell merchandise as well as attire, furniture, home appliances, natural philosophy, and to boot choose alternative lines of merchandise like paint, hardware, toiletries, cosmetics, photography instrumentality, jewellery, toys and equipment.

1.2 Departmental stores in Tamilnadu

Tamil Nadu is amongst the twenty eighth state of Bharat and is that the eleventh state within the country and rank seventh in terms of population. Tamilnadu occupies the extreme south of the Indian solid ground and has arch cultural heritage. The state is conjointly illustrious for its handicrafts manufactured from wood, stone and metal. This state is additionally the supply of forest product like wood, timber, fuel wood and crops like sugarcane, groundnut, and potato and spices. Administratively the state is split into thirty two districts. It has ten town companies, a hundred twenty five municipalities, 529 city panchayats and 12,524 village panchayats. City (formerly known as Madras) is that the urban center. It the fourth largest town in Bharat and is additionally one amongst the eight Metropolitan cities of India.

Chennai particularly could be a pioneer within the adoption of recent retail in Bharat. 12% of Tamilnadu's retail market is calculable to be unionised. City came to be referred to as the hub of specialty selling in Bharat as organized 'saree' and jewellery retailing evolved from there a lot of 3 decades past. The emergence of organized formats in home natural philosophy and menage appliances selling gained momentum in Tamil Nadu long past with the established of Viveks, Vasanth, Rathna, VGP, etc. There are around two hundred client consumer goods and home natural philosophy selling in South Bharat. Stores like Saravanas, Nalli's, Spencer's, Landmark, Kumarans, GR Thanga Maligai, Kirtilas, etc, are celebrated ones in city. In fact, the primary massive format in food and tending retail Spencer's was established within the early 80's. additionally, RPG established its supermarkets Food world (earlier in collaboration with farm International), a few years past. Reliance Retail Ltd., launched twelve Reliance contemporary Stores in city in Jan 2007. With 2 anchor stores, fashion and Landmark, the town Centre is the new mall scientifically planned and developed. Univercell is a chain of cell phone retail and allied services retail retailers launched from city recently additionally to The Mobile Store of the Essar cluster.

1.3 Departmental stores in Coimbatore

Organized division stores in Coimbatore to this point could be a main street story. though Coimbatore is that the second largest town in Tamil Nadu once Chennai, however it's however to urge attention from giant variety of retailers the manner alternative cities in Asian nation have been receiving. the explanation behind, in step with the business sources, is that there's no real catalyst in the type of searching mall to boost the retail growth in the town. however this long wait came to Associate in Nursinging finish because the town witnessed the gap of 2 large searching malls throughout 2010 and in 2012. With the gap of those 2 malls –Fun Republic and Brookfield Plaza –people in Coimbatore are experiencing organized retail boom and realize quality house for searching and amusement.

On similar note, business specialists believe that the town can presently expertise a complete gamut of retail development as folks in Coimbatore are capable of enough income thanks to their entrepreneurial nature and lately are equally turning into whole aware and modus vivendi aspirant as well. According to the business sources, because the town is a terribly sensible market and was untapped for a long time, recently, ton of national and international brands have been found doing fabulous business in Coimbatore. Therefore, it is a terribly sensible time to return up with a mall in the town amidst ever-changing consumption pattern of the localities and also the behaviour of the folks that are slowly however steady taking form in step with the demand of recent retail.

2. STATEMENT OF PROBLEM :

Segmentation because the tactic of partitioning markets into segments of potential customers who have similar characteristics and who are likely to exhibit similar purchasing behaviour. The study area taken for the study is Coimbatore city and the stores taken for the study has four stores. The stores are those who are having only one store with Coimbatore city town. The study has not included with chain departmental stores like Kannan as they have their own brand name and that is also taken as an problem for the study to find out the brand reputation of small stores with the study area.

3. OBJECTIVES OF THE STUDY :

- To define the demographic profile of the respondents.
- To find out their level of satisfaction in select retail departmental stores in Coimbatore city.
- To evaluate the reasons for purchasing in departmental store.

4. NEED OF THE STUDY:

Understanding buying behaviour isn't enough without understanding the composition And Origin of the purchasers are attracted by imported goods due to their top quality . There are different national and international products present in India. So to spot the customer and their buying behaviour are the main target of variety of international and national product. The result of these studies have been useful to the provide solution to various marketing problem in departmental stores in Coimbatore city.

5. SCOPE OF THE STUDY:

Customer perception is an important element in the marketing activities. This customer perception Decides the fate of the product and organisation. There are various factors influencing customer perception. These factors are Post Purchase behaviour, Reputation, Product availability, Branding and convenient etc. "The scope of the study is restricted to Coimbatore city".

6. LIMITATIONS OF THE STUDY :

- The Study has been Restricted to Coimbatore city.

- The Response of the Migrant can be Biased and Subjective.
- Many Respondents weren't vocal in sharing their actual views.
- Thanks to time constraints the sample size was kept small and consider of majority weren't taken.
- The sample survey was collected from the respondents using convenient sampling method.
- There may be a bias in collection of data from the respondents.

7. RESEARCH METHODOLOGY:

Research Design: The study proposes to cover the customer behaviour towards departmental stores. As the study is based on customer behaviour towards various departmental stores Cluster sampling is been used in the study.

Area of the study: The survey was conducted with selected departmental stores in Coimbatore city.

Sample size: The sample is been collected from four departmental stores and the respondents are divided equally with all the four departmental stores taken for the study. The total sample size taken for the study is 250.

Data Sources: The study used both primary data and secondary data.

Primary data: The primary data was collected through field survey with Questionnaire as survey method in the study area.

Secondary data: The secondary data was collected from journals, websites and articles. Tools used for Collection of Data: Frequency analysis, Chi square, Factor analysis and ANOVA.

8. ANALYSIS AND INTERPRETATION :

Percentage Analysis

		Frequency	Percent
Gender	Male	103	41.2
	Female	147	58.8
	Total	250	100
Marital status	Married	156	62.4
	Unmarried	94	37.6
	Total	250	100
Age	Below 20 years	7	2.8
	20 years-40 years	89	35.6
	40 years-50 years	76	30.4
	Above50 years	78	31.2
	Total	250	100
Educational qualification	Schooling	19	7.6
	Diploma	81	32.4
	Undergraduate	123	49.2
	Postgraduate	21	8.4
	Professional degree	6	2.4
Occupation	Total	250	100
	Student	10	4
	Private Job	36	14.4
	Government job	34	13.6
	Home maker	119	47.6
	Business	51	20.4

70.4% are male and 29.6% are female. 2.8% are married and 97.2% are unmarried. 2.8% are from the age group of below 20 years, 2.8% are form the age group of 20-40 years, 56.4% are form the age group of 40-50 years and 38% are from the age group of above 50 years. .6% have completed their schoolings, 32.4% have completed their diploma, 49.2% have completed their under graduation, 8.4% have completed their post graduation and 2.4% have completed their professional degree. 24% are in to private job, 30.8% are in to government job, 37.2% are home makers and 4% are doing business.

Frequency of visiting the store

	Frequency	Percent
Once in a week	40	16.0
Fortnight	30	12.0
Monthly	50	20.0
Occasionally	130	52.0
Total	250	100.0

Interpretation

The above table shows about frequency of visiting the store buy the respondents were out of 250 respondents 16% said they visit the store once in a week, 12% said they purchase fortnight, 20% said they purchase monthly, 52% said that they purchase occasionally. It shows that most of the respondents visit the store occasionally.

Average amount spent for purchasing per month in departmental stores

	Frequency	Percent
Up to Rs.3,000	42	16.8
Rs.3,000 to Rs.5,000	107	42.8
Rs.5000 to 7,000	62	24.8
Above Rs.7000	39	15.6
Total	250	100.0

Interpretation

The above table shows about average amount spent for purchasing per month in departmental stores were out of 250 respondents 16.8% are spending up to Rs.3,000, 42.8% are spending from Rs.3,000 to Rs.5,000, 24.8% of the respondents are spending from Rs.5000 to 7,000, 15.6% are spending above Rs.7000. It shows that most of the respondents spending from Rs.3,000 to Rs.5,000 per month in departmental stores.

FACTOR ANALYSIS FOR LEVEL OF SATISFACTION OF CUSTOMERS

A total of 26 variables were identified for the purpose of collecting satisfaction from the customers. In order to reduce the number of variables and to identify the key factors contributing towards the expectations of customers, factor analysis is performed. KMO and Bartlett’s test is conducted to identify the sampling adequacy.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.603
Bartlett's Test of Sphericity	Approx. Chi-Square	1.705E3
	df	66
	Sig.	.000

KMO of sampling adequacy value for the service quality measures is 0.603 and it indicates that the sample is adequate to consider the data as normally distributed.

Rotated Component Matrix				
	Component			
	1	2	3	4
V1	.277	-.065	.863	-.095
V2	.013	.461	.785	.044
V3	.869	.226	.104	.152
V4	.731	-.004	.149	.113
V5	.350	.747	.092	.005
V6	.366	.026	.421	-.497
V7	.460	.258	.405	.051
V8	.301	-.168	.092	.877
V9	.116	.290	-.036	.821
V10	-.289	.683	.497	.191

V11	.795	.256	.053	.034
V12	.441	.797	.048	.014
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 11 iterations.				

From the above table the common factors above 0.5 are taken for decision making process of the study and the factors are level of satisfaction towards quality of the product, Level of satisfaction towards reasonable price, level of satisfaction towards accurate weight/adequate quantity, level of satisfaction towards exchange of defective/damaged goods, level of satisfaction towards door delivery.

DESCRIPTIVE STATISTICS

Descriptive Statistics			
	N	Mean	Std. Deviation
Level of satisfaction towards range of products	250	3.00	1.206
Level of satisfaction towards quality of the product	250	2.89	1.110
Level of satisfaction towards availability of fresh items	250	2.66	.915
Level of satisfaction towards reasonable price	250	2.66	1.030
Level of satisfaction towards accurate weight/adequate quantity	250	2.92	1.175
Level of satisfaction towards offers and discounts	250	2.92	1.085
Level of satisfaction towards customer services	250	2.61	.815
Level of satisfaction towards parking facilities	250	2.98	1.064
Level of satisfaction towards billing facilities	250	2.91	.986
Level of satisfaction towards availability of trolleys/shopping bags	250	2.67	1.147
Level of satisfaction towards exchange of defective/damaged goods	250	3.01	.967
Level of satisfaction towards door delivery	250	2.70	.929
Valid N (listwise)	250		

The above table shows about the descriptive statistics for factor related to level of satisfaction of customers with departmental stores. Based on the result the factors above the average mean (2.82) are taken for decision making process of the study. The factors are level of satisfaction towards range of products, quality of the product, towards accurate weight/adequate quantity, offers and discounts, customer services, parking facilities, billing facilities and exchange of defective/damaged goods.

RANKING ON REASON FOR PURCHASING IN DEPARTMENTAL STORE

S.NO	Ranking on reason for purchasing in departmental store	Average mean	Mean rank
1	One roof shopping/convenient shopping	4.40	1
2	Saves time and efforts	5.76	6
3	Variety of products	6.56	8
4	Quality of products	4.42	2
5	Reasonable price	5.58	4
6	Offers and discounts	5.82	7
7	Brand image	5.62	5
8	Reputation of the departmental store	4.84	3
9	Door delivery	5.94	9
10	Near by residence	6.06	10

The above table shows about the mean rank of the factors related to reason for purchasing in departmental store were the priority was given to One roof shopping/convenient shopping and these factor is taken for decision making process of the study.

COMPARISION BETWEEN AGE AND FACTORS RELATED TO LEVEL OF SATISFACTION

		Sum of Squares	df	Mean Square	F	Sig.
Level of satisfaction towards quality of the product	Between Groups	26.773	3	8.924	7.838	.000
	Within Groups	280.091	246	1.139		
	Total	306.864	249			
Level of satisfaction towards reasonable price	Between Groups	58.606	3	19.535	23.386	.000
	Within Groups	205.494	246	.835		
	Total	264.100	249			
Level of satisfaction towards accurate weight/adequate quantity	Between Groups	19.014	3	6.338	4.804	.003
	Within Groups	324.542	246	1.319		
	Total	343.556	249			
Level of satisfaction towards exchange of defective/damaged goods	Between Groups	15.771	3	5.257	5.954	.001
	Within Groups	217.193	246	.883		
	Total	232.964	249			
Level of satisfaction towards door delivery	Between Groups	47.334	3	15.778	23.164	.000
	Within Groups	167.562	246	.681		
	Total	214.896	249			

Interpretation

The above table shows about the relationship between age and level of satisfaction of various factors filtered from factor analysis. It shows that there is a significant relationship between age and Level of satisfaction towards quality of the product (0.000), Level of satisfaction towards reasonable price (0.000), Level of satisfaction towards accurate weight/adequate quantity (0.003), Level of satisfaction towards exchange of defective/damaged goods (0.001), and Level of satisfaction towards door delivery (0.000).

9. FINDINGS:

- Most of the respondents are unmarried.
- Maximum of the respondents are from the age group of 40-50 years.
- Most of the respondents have completed their under graduation.
- Maximum of the respondents are home makers in our survey.
- Most of the respondents are having 4-5 members in their family.
- Maximum of the families are earning from Rs.30,000 -Rs.40,000 as their family income.
- Most of the families have 3-4 earning members in their family.
- Maximum of the respondents visit the store occasionally.
- Most of the respondents spending from Rs.3,000 to Rs.5,000 per month in departmental stores.
- Maximum of the respondents said they purchase grocery items from departmental stores.
- Based on descriptive statistics the factors level of satisfaction towards range of products, quality of the product, towards accurate weight/adequate quantity, offers and discounts, customer services, parking facilities, billing facilities and exchange of defective/damaged goods can be taken for decision making process of the study.

10. SUGGESTIONS :

- The departmental stores can act as a one stop shop like Walmart to the core as the respondents prioritize the same based on the survey conducted. If it so then it leads to increase in sales and brand image of the store.
- The departmental stores can give the products to a reasonable prize when compared to their competitors so that it will create a goodwill for the store and there will be a positive buying behaviour towards the store.
- Based on the service quality satisfaction the stores have to be keen on quality of the product, reasonable price, weight/adequate quantity, exchange of defective/damaged goods and door delivery.

11. CONCLUSION:

The customers are satisfied with the service provided but the stores have to look after further development to improve the variety of products with the store which leads to a positive buying behaviour with them.

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