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A study of consumer buying behaviour in departmental store (with special reference to Coimbatore city)

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Abstract

The growth in the Indian organized retail market is mainly due to the change in the consumer behavior. Organized sector in retailing has to go a long way to understand the customer requirements. Consumer behavior is an important factor that will help them to tap the consumer in a better way. Consumers always look for the benefits of shopping in an organized retail store in the terms of self, selection, etc. Variety and also seek value for the money they pay and purchasing the convenience goods.

Keywords: Consumer buying behaviour, organized sector, convenience goods

Introduction

Consumer buying behavior refers to the buying behavior of the ultimate customers. Consumer behavior has been always of great interest to marketers. A consumer buying behavior is influenced by social, cultural, personal and psychological factors. Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. A Departmental stores in any city is a large retail trading organization as the level of services is very high. Department store are very large stores offering a huge assortment of "soft" and "hard" goods which often bear a resemblance to a collection of specialty stores.

Objectives

- To study about the demographic, social and cultural factors on the stores.
- To know about the consumer awareness about the departmental stores.
- To examine the factors influencing the customers to choose a particular store.
- To study about the consumer buying decision making.
- To identify the problems faced by the consumers in the departmental store.

Research methodology

- **Sources of data:** The study is based on a primary data and secondary data. The primary data has been collected using the Questionnaire. The secondary data has been collected from other sources like journals, Articles, and websites.
- **Sample size:** The study is based on Primary data which has been collected from 150 respondents.
- **Sampling technique:** The 150 respondents were selected by Convenience sampling technique.

Tools for analysis

- Percentage Analysis
- Rank Analysis
- Likert scale Analysis

Review of literature

William Applebaum [1], in the study, consumer behavior in retail stores usually deals with the identification customer and their buying behavior factors.

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This article is intended to stimulate those who can gain the most from such studies to take advantage of the opportunities for learning more about customer behavior in the market place.

B.V. Sangvikar, Hemant J. Katole [2], said the consumer behavior is the study of how people buy, what they buy, when they buy, and why they buy. Its blends elements from psychology, sociology and economics. Organized retail sector is growing rapidly and consumers are shifting to shopping in organized retail store. In the study research have observed that customer purchasing behavior in departmental stores shopping behavior is the key of success of the retailer. Adbdl Baset I.M. Hasouneh [3], said the knowledge about the various psychological factors involved in consumer Behavior, understand personality and self-concept of consumer also explains know about need & motivation,

understand perception, learning, and attitude of the consumer.

Mukta Srivastava, Syed Azher Ali [4], said the India is one of the fast growing retail markets in the world. The consumers have become more fasion and brand conscious, at the back rapid growth in their disposable income. The retail stores followed by status, availability of fresh stock, trendy stock, promotional scheme and shopping environment. Thus the Indian retail will nearly double in economic value.

Anuradha and Manohar [5], Shopping moves beyond suitability, duty and operation preparing other uses and satisfactions. Two dimensions of understood value of shopping include usability-oriented and enjoy (welfare)-oriented shopping.

Rank analysis

Table 1: Table showing the rank Analysis regarding source of information about departmental stores

S.no	Sources	I	II	III	IV	V	VI	VII	Total score	Rank
1	Newspaper	25(7)	24(6)	25(5)	29(4)	10(3)	15(2)	22(1)	643	3
2	Magazines	32(7)	23(6)	19(5)	23(4)	25(3)	22(2)	6(1)	674	2
3	Television Advertisement	19(7)	29(6)	44(5)	18(4)	14(3)	11(2)	17(1)	680	1
4	Internet	18(7)	16(6)	11(5)	23(4)	31(3)	20(2)	28(1)	530	5
5	Radio Advertisement	19(7)	26(6)	27(5)	23(4)	29(3)	13(2)	13(1)	642	4
6	Personal contact	10(7)	22(6)	15(5)	12(4)	25(3)	36(2)	31(1)	503	7
7	Friends and Relatives	27(7)	10(6)	9(5)	22(4)	16(3)	33(2)	33(1)	529	6

Source: Primary data

Interpretation

From the above table, Regarding sources of information about the departmental store Television Advertisement is ranked as first, Magazines is ranked as second, News paper

is ranked as third, Radio advertisement is ranked as fourth, Internet is ranked as fifth, Friends and Relatives is ranked as sixth and Personal contact is ranked as seventh.

Table 2: Table showing rank Analysis regarding factors induced the respondent to visit the Departmental Store

S. no	Sources	I	II	III	IV	V	VI	VII	VIII	IX	Total score	Rank
1	Availability of all products	42(9)	11(8)	8(7)	14(6)	17(5)	12(4)	15(3)	9(2)	22(1)	824	2
2	Variety of Brands	25(9)	15(8)	25(7)	17(6)	12(5)	21(4)	13(3)	14(2)	9(1)	842	1
3	Discount Price	19(9)	19(8)	16(7)	16(6)	21(5)	13(4)	19(3)	20(2)	9(1)	794	4
4	Near to your house	13(9)	29(8)	12(7)	15(6)	15(5)	11(4)	25(3)	10(2)	21(1)	758	5
5	Self Service	10(9)	24(8)	21(7)	24(6)	20(5)	16(4)	10(3)	11(2)	14(1)	803	3
6	Easy to shop in	5(9)	18(8)	17(7)	20(6)	18(5)	17(4)	16(3)	16(2)	25(1)	691	7
7	Comfortableness	8(9)	11(8)	26(7)	24(6)	13(5)	21(4)	19(3)	15(2)	12(1)	734	6
8	Store Reputation	13(9)	10(8)	14(7)	16(6)	19(5)	22(4)	12(3)	23(2)	10(1)	674	8
9	Store Attractiveness	15(9)	13(8)	11(7)	4(6)	15(5)	17(4)	21(3)	32(2)	20(1)	630	9

Source: Primary data

Interpretation

From the above table, the factors induced the respondent to visit the Departmental Store are; Variety of brands is ranked as first, Availability of all products is ranked as second, Self-service is ranked as third, Discount price is ranked as fourth, Near to your house is ranked as fifth,

Comfortableness is ranked as sixth, Easy to shop is ranked as seventh, Store Reputation is ranked as eighth and Store Attractiveness is ranked as ninth.

Likert scale analysis

Table 3: Table Showing the Level of Satisfaction of the respondents regarding the Services and Facilities offered in the store

S.no	Factors	Likert scale value
1	POS/Computerized Billing	4.486
2	Scanning/Bar coding	3.78
3	Electrical equipments for storing	3.386
4	Air-conditioning	3.36
5	Elevator/Escalator	3.226
6	Replacement of Defect Goods	3.16
7	Signage to Locate Merchandise	2.993
8	Trolley	3.093
9	Show that you care	2.986
10	Privilege Card	3.126

11	Rest Rooms/Toilets	3.08
12	Repair Services	3.1
13	Child Care Facilities	2.773
14	Provision for differently abled	4.46
15	Play areas for different	3.406
16	Warranties	3.173
17	Special Offers	2.946

Interpretation

From the above table, level of satisfaction of the respondents regarding the services and facilities offered in

the store the respondents are satisfied with the POS/Computerized billing, and Provisions for differently abled.

Table 4: Table showing the Level of Satisfaction of the respondents towards the Store's Interior and Exterior Atmospherics

S.no	Factor	Likert scale value
1	Colour	4.653
2	Lighting	3.573
3	Fixtures	3.393
4	Floorings and Ceilings	3.63
5	Fragrance	3.093
6	Music	3.06
7	Visual Merchandising	3.193
8	Store Structure	2.88
9	Store Front	3.073
10	Space Planning	2.853

Interpretation

From the above table, level of satisfaction of the respondents towards the store interior and exterior atmospherics the respondents are satisfied with the colour.

Table 5: Table Showing Respondents towards Customer Service provided by Store

S. no	Factors	Likert scale value
1	Clean, Attractive and Convenience	4.813
2	Individual Attention given to the Customer	3.33
3	Preferences given to Bulk purchase	3.313
4	Employee are able to handle customers complaints Directly and immediately	3.36
5	Acceptance of Credit and Debit cards	3.246
6	Getting Suggestions from Customers	2.94
7	Effective management of customers Complaints	2.693

Interpretation

From the above table, respondents towards Customer Service provided by Store the respondents are satisfied with the Clean, Attractive and Convenience.

fourth, Internet is ranked as fifth, Friends and Relatives is ranked as sixth and Personal contact is ranked as seventh.

- Regarding factors induced the respondent to visit the Departmental Store are; Variety of brands is ranked as first, Availability of all products is ranked as second, Self-service is ranked as third, Discount price is ranked as fourth, Near to your house is ranked as fifth, Comfortableness is ranked as sixth, Easy to shop is ranked as seventh, Store Reputation is ranked as eighth and Store Attractiveness is ranked as ninety.
- Level of satisfaction regarding the services and facilities offered in the store most of the respondents are satisfied with POS/ Computerized billing and Provisions for differently abled.
- Level of satisfaction towards the store interior and exterior atmospherics most of the respondent are satisfied with the colour.
- Level of satisfaction of respondents towards Customer Service provided by store most of the respondent are satisfied with the Clean, Attractive and Convenience.

Suggestions

- Innovative loyalty programs is to be conceived by each retail group and introduced as early as possible in order to reward the regular customers.

- The store has put in to more efforts in making the advertisement media an effective source of information in reaching the customers at large.
- Efforts should be made to reduce the price of certain products like fancy items, children's toys etc., to attract the customers.
- It is suggested to the management to appoint more number of skilled sales persons in order to attract customers.
- Steps to be taken to provide better facilities to customers like parking area, children play area, etc.
- It is recommended to the management to make the billing procedure more convenient for customers.
- The retailers have to provide fruits and vegetables in fresh condition as expected by the consumers.

Conclusion

The growth in the Indian organized retail market is mainly due to the change in the consumer behavior. Organized sector in retailing has to go a long way to understand the customer requirements. Organized retail sector is growing rapidly and consumers are shifting to shopping in organized retail stores. One of the organized retail marketing channel is the departmental stores. Consumer buying behavior is gate way of success in market. Consumer behavior is an important factor that will help them to tap the consumer in a better way. Consumers always look for the benefits of shopping in an organized retail store in the terms of self, selection, etc. Variety and also seek value for the money they pay and purchasing the convenience goods.

The retailers should help customers to explore the store. For shopping should be more adventurous by continuously upgrading the product portfolio, by changing the layout and by providing the touch and feel experience. Consumers always looks the benefits of shopping in an organized retail store over the traditional retail outlets in terms of self-selection, variety, and also seek value for the money they pay. The organized sector in retailing has to go a long way to understand the customer requirements.

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