

A STUDY ON PURCHASE BEHAVIOUR AND CUSTOMER SATISFACTION TOWARDS SELECTED DEPARTMENTAL STORES IN COIMBATORE

Dr.M.Kalimuthu ¹ and R.Gnanasekar ²

¹Associate Professor, Department of Commerce, Dr.N.G.P Arts and Science College(Autonomous), Coimbatore, Tamil Nadu, India

²Post Graduate, Dr.N.G.P Arts and Science College(Autonomous), Coimbatore, Tamil Nadu, India

ABSTRACT

The purpose of buying behaviour facilities is to increase the satisfaction level of the consumers. Marketers can better predict how consumers will respond to marketing strategies. Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Organization/ industrial concern now-a-days do all activities to attract the consumers and increase their share in the market. The present study is made to measure the customer attitude towards department stores. It also aims at analysing. To know the socio-economic profile of the select respondents. Methodology is a way of systematically solving a research problem. The area selected for this study is Coimbatore city. The results and findings are based on the opinion of the customers of Coimbatore city, and it cannot be generalized.

Key word: Purchase behaviour, Customer satisfaction

INTRODUCTION

The departmental stores are much bigger in size than a usual size convenience store. The departmental stores are contributed directly or indirectly to the adoption of numerous new technological innovations. The departmental store contributed to the emergence of mass marketing and the birth of a consumer society operating as a majority force in creating a culture of consumption of the world. The department stores also offered new customer services never before soon as restaurants, rest rooms, reading rooms, home delivery, wrapping services, store hours, new type of merchandise displays and so forth. Commonly have central customer's checkout areas, generally in the front of the store. Department stores are usually parts of retail chain of many stores situated around a country.

STATEMENT OF THE PROBLEM

Organization/ industrial concern now-a-days do all activities to attract the consumers and increase their share in the market. Gift offers, arranging loans, after sales services, door delivery etc..., are some of the techniques adopted to retain existing customer base. The study of the consumer behaviour enables us to analyses one's own decision in buying. The very look the departmental store attracts people the way in which products are visible not only to buy also spend sometimes in the cafeteria and to enjoy the atmosphere, the consumers takes a look to choose the products and understand the inferential as well as the external factor. This is doing one in a clean unpolluted atmosphere in department stores. It is a matter for study as to why people come and buy from a departmental store. So there is a need to find out the customer's attitude towards departmental stores in Coimbatore city.

SCOPE OF THE STUDY

The present study is made to measure the customer attitude towards department stores. It also aims at analysing. Understanding buying behaviour is not enough without understanding the composition and Origin of the customers are attracted by imported goods because of their high quality. There are different national and international products present in India. So to identify the customer and their buying behaviour have been the focus of a number 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. The extent of satisfaction level of the customer. Coimbatore city has been selected for the study. The study also provides suggestion to the department stores, which would help them to retain their market share and customer as many new entrances are taking places.

OBJECTIVES OF THE STUDY

- To know the socio-economic profile of the select respondents.
- To analyse the factors influencing the respondent's preference over the department stores.
- To study the level of the satisfaction of the respondents.
- To offer suggestions based on the results of the study.

RESEARCH METHODOLOGY

Methodology is a way of systematically solving a research problem. It may be understood as a science of studying how research is done scientifically. It explains various steps that are generally adapted by researcher in studying the research problem.

DATA SOURCE

The data were collected directly from the customer through the questionnaire, secondary data is also called from journals, magazines and websites.

STUDY AREA

The area selected for this study is Coimbatore city.

PERIOD OF THE STUDY

The study was conducted 6 months from September 2016 to February 2017.

TOOLS USED

- Percentage analysis
- ANOVA
- Factor analysis

LIMITATIONS OF THE STUDY

- The results and findings are based on the opinion of the customers of Coimbatore city, and it cannot be generalized.
- The sample size has been restricted to 250 customers.
- The respondents' views and opinions may hold good for the time being and may vary in future.
- Prejudice of some of the customers may mislead the survey.

REVIEW OF LITERATURE

Pandey, Mithilesh (2015)The study tries to assess the important factors influencing the consumers' buying decision towards organized retail stores in Jalandhar, using the direct survey method. The conclusion is that the consumer is being influenced by many factors that lure him into having a shopping experience at the organized retail stores.

Shivakumar R. (2012)The scope of this research is to assess the overall customer satisfaction, response of customers with regard to the availability and quality of products and services offered at shopping malls and the comfort level of the respondents towards shopping in the shopping malls in Mumbai. This study is restricted to 5 shopping malls in Mumbai.

TABLE 1

SOCIO ECONOMIC STATUS OF THE RESPONDENTS:

	Category	No. of Respondents	Percentage
GENDER	Male	103	41
	Female	147	59
MARITAL STATUS	Married	156	62
	Unmarried	94	38
AGE	Below 20 years	7	3
	20 years-40 years	89	30
	40 years-50 years	76	36
	Above 50 years	78	31
EDUCATIONAL QUALIFICATION	Schooling	19	8
	Diploma	81	32
	Undergraduate	123	49
	Postgraduate	21	9
	Professional degree	6	2
OCCUPATION	Student	10	4
	Private Job	36	24
	Government job	34	31
	Home maker	119	37
	Business	51	4
NUMBER OF MEMBERS IN THEIR FAMILY	Up to 3 members	16	6
	4 -5 members	129	52
	5-6 members	77	31
	Above 6 members	28	11
MONTHLY FAMILY INCOME	Less than Rs.20,000	28	11
	Rs.20,000 -Rs.30,000	57	23
	Rs.30,000 -Rs.40,000	132	53
	Above Rs.40,000	33	13
NUMBER OF EARNING MEMBERS IN THE FAMILY	Upto 2 members	43	17
	3 - 4 members	107	43
	5 - 6 members	59	24
	Above 6 members	41	16

Interpretation :

Majority (59%) of respondents belongs to the female, Majority (62%) of respondents are married, Majority (36%) of the respondents are belongs to the age groups of 40 years to 50 years, Majority (49%) of the respondents have completed their under graduation, Majority (37%) of the respondents are home makers, Majority (52%) of the respondents are having 4-5 members in their family, Majority (53%) of the families are earning from Rs. 30,000 - Rs. 40,000 as their family income, Majority (43%) of the families have 3-4 earning members in their family.

TABLE 2
FACTOR ANALYSIS

Rotated Component Matrix				
Parameters	Component			
	1	2	3	4
Level of satisfaction towards range of products	.277	-.065	.863	-.095
Level of satisfaction towards quality of the product	.013	.461	.785	.044
Level of satisfaction towards availability of fresh items	.869	.226	.104	.152
Level of satisfaction towards reasonable price	.731	-.004	.149	.113

Level of satisfaction towards accurate weight/adequate quantity	.350	.747	.092	.005
Level of satisfaction towards offers and discounts	.366	.026	.421	-.497
Level of satisfaction towards customer services	.460	.258	.405	.051
Level of satisfaction towards parking facilities	.301	-.168	.092	.877
Level of satisfaction towards billing facilities	.116	.290	-.036	.821
Level of satisfaction towards availability of trolleys/shopping bags	-.289	.683	.497	.191
Level of satisfaction towards exchange of defective/damaged goods	.795	.256	.053	.034
Level of satisfaction towards door delivery	.441	.797	.048	.014
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 11 iterations.				

Source: primary data

Interpretation

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.

TABLE 3
ANOVA TABLE

COMPARISON 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	Between Groups	47.334	3	15.778	23.164	.000

door delivery	Within Groups	167.562	246	.681		
	Total	214.896	249			

Source: primary data

Interpretation

The above table shows that 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).

SUGGESTIONS

- To increase the sales of departmental stores more advertisement can be given targeting unmarried persons who are from the age group of 40-50 as they have the more frequency of purchase with departmental stores in Coimbatore.
- Awareness and promotional offers can be created for products related to footwear and Electrical items can be created so that the volume of the products can be increased which leads to increase in total sales of the stores.
- The departmental stores can give the products to a reasonable price 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. .
- While taking decision on products related to cosmetics and gift items the factor departmental store purchased by the respondents should be taken in to consideration for decision making process.
- The price of the products manufactured by them can be designed based on the quality of the product and the buying behaviour of the respondents towards the product.

CONCLUSION

The department stores are good further they have to face competition from other department stores. However, in view of the long standing services of departmental stores build up a good image among the customer and it has done a remarkable business for past few years. The researcher had the opportunity to meet the consumer groups of people during the period of research work and come across many experience the study helped the research to know about the position of market potential for services provided by departmental stores.

BIBLIOGRAPHY

Websites

- www.businessadvantageuk.biz/Flyers/SQpzb.html
- www.12manage.com/methods_zeithaml_servqual.html
- www.scribd.com/doc/49067615/SM-7-Service-Quality-Model
- www.strathprints.strath.ac.uk/9275
- www.economywatch.com/world-industries/transportation-industry.html

Books

- Daniel C. Funk "Consumer Behaviour in Sport and Events: Marketing Action".
- Satish K Batra, S.H.H. Kazmi, Satish K. Batra "Consumer Behaviour-2nd,"
- G.C.Beri, Marketing Research, 3rd, Tata McGrawHill Publishing Company Ltd, 1/06/09, 25/06/09
- Philip Kotler, Marketing management, 12th, Prentice-Hall of India Private Ltd., 10/06/09, 15/07/09

Journals

- Indian journal of marketing
- Journal of advertising
- Business and economic factor