A STUDY ON IMPACT OF STORE'S ENVIRONMENT TOWARDS CUSTOMER BUYING BEHAVIOUR

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Introduction:

Customers are not only satisfied with the brand, which is provided by the company at any level of brand, the consumer expectation is more than the quality that is other facilities like gifts. The purpose of buying behavior facilities is to increase the satisfaction level of the consumers. If the buying behaviour satisfaction level is high, then the productivity is also high, this is to increases the profit also so buying behaviour facilities are the base for profit. So this study is to analyses the buying behaviour facilities which are provided by various braded companies who manufacture shirts. For this purpose a well suitable questionnaires prepared which contains both open end and close and questions. When purchasing a product there several processes, which consumers go through. These will be discussed below.
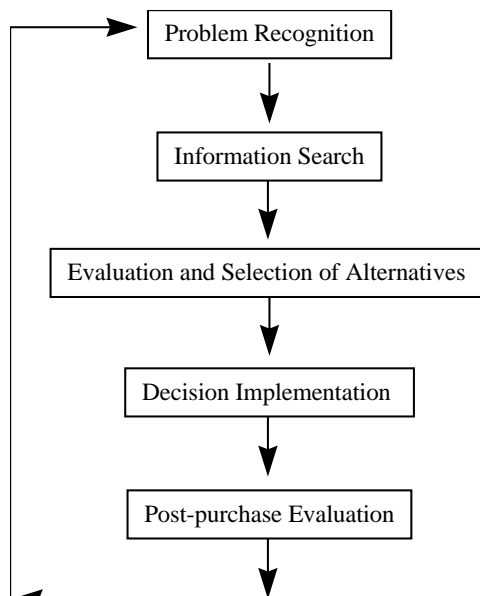
Statement of the Problem:

Market segmentation has become an important tool used by stores for identifying target customers. Segmentation as the process of partitioning markets into segments of potential customers who have similar characteristics and who are likely to exhibit similar purchasing behavior.

Objectives of the Study:

- To define the demographic profile of the respondents.
- To know about the consumers preference of retail stores.
- To examine their behaviour towards select retail stores in.
- To find out their level of satisfaction in select retail stores.
- To suggest suitable measures.

Need of the Study: 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 stores in Coimbatore.

Scope of the Study: Customer loyalty is an important element in the marketing activities. This customer loyalty decides the fate of the product and organisation. There is various factors influence to the customer loyalty. These

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factors are Post Purchase behavior, Reputation, Product availability, Branding and convenient etc. "The scope of the study is restricted to Coimbatore".

Research Methodology:

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

Area of the Study: The survey was conducted with selected stores in Coimbatore and following are stores taken for study.

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

Data Sources: The study used both primary data and secondary data. The primary data was collected through field survey in the study area. First- hand information's pertaining to the benefits derived and the various competencies encountered were collected from 250 customers to know about the customer perception towards stores.

Secondary Data: The secondary data was collected from journals, websites and articles.

Tools Used for Collection of Data: Frequency analysis, Chi square with cross tabulation, Factor analysis, ANOVA, Mean ranking and Descriptive statistics.

Limitations of the Study:

- The Study is Restricted to Coimbatore.
- The Response of the Migrant can be Biased and Subjective.
- Many Respondents were not vocal in sharing their actual views.
- Due to time Constraints the sample size was kept small and view of majority were not taken.

Analysis and Interpretation:

Demo-Graphic Variables	Particulars	Frequency	Percent
Gender	Male	103	41.2
	Female	147	58.8
	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
Marital Status	Married	156	62.4
	Unmarried	94	37.6
	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
	Total	250	100
Occupation	Student	10	4
	Private Job	36	14.4
	Government job	34	13.6
	Home maker	119	47.6
	Business	51	20.4
	Total	250	100
Monthly Family Income	Less than Rs.20,000	28	11.2
	Rs. 20,000 -Rs.30,000	57	22.8
	Rs.30,000 -Rs.40,000	132	52.8
	Above Rs.40,000	33	13.2
	Total	250	100

Interpretation:

The above table shows about the gender of the respondents were out of 250 respondents 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. 7.6% 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. 4% are students, 24% are in to private job, 30.8% are in to government job, 37.2% are home makers and 4% are doing business. 6.4% are having up to 3 members in their family, 51.6% are

having 4-5 members in their family, 30.8% are having 5-6 members in their family and 11.2% are having above 6 members in their family. 11.2% are earning less than Rs.20,000, 22.8% are earning from Rs. 20,000 -Rs.30,000, 52.8% are earning from Rs.30,000 -Rs.40,000 and 13.2% are earning above Rs.40,000. 17.2% have Up to 2 earning members in their family, 42.8% have 3-4 earning members in their family, 23.6% have 5-6 members in their family and 16.4% have above 6 members in their family.

Frequency of Visiting the Store:

	Frequency	Percent
Once in a week	40	16
Fortnight	30	12
Monthly	50	20
Occasionally	130	52
Total	250	100

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 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

Interpretation:
The above table shows about average amount spent for purchasing per month in 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 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.		0.603
Bartlett's Test of Sphericity	Approx. Chi-Square	1.705E3
	df	66
	Sig.	0

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. The number of factors as identified by performing the screen plot. The results are shown below,

Scree Plot
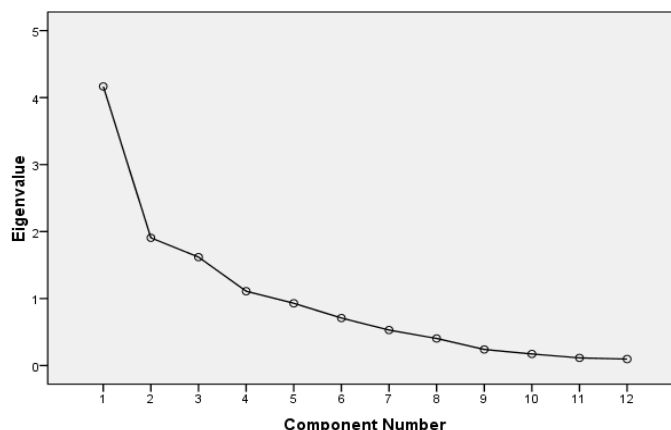
Screen plot shown the above figure gives a pictorial view of the number of components to be shortlisted and to become factors based on Eigen value. So from the above chart become three factors have been shortlisted. Rotated component matrix is used to identify the factors after data reduction. The results are shown below,

Rotated Component Matrix				
	Component			
	1	2	3	4
Level of satisfaction towards range of products	0.277	-0.065	0.863	-0.095
Level of satisfaction towards quality of the product	0.013	0.461	0.785	0.044
Level of satisfaction towards availability of fresh items	0.869	0.226	0.104	0.152
Level of satisfaction towards reasonable price	0.731	-0.004	0.149	0.113
Level of satisfaction towards accurate weight/adequate quantity	0.35	0.747	0.092	0.005
Level of satisfaction towards offers and discounts	0.366	0.026	0.421	-0.497
Level of satisfaction towards customer services	0.46	0.258	0.405	0.051
Level of satisfaction towards parking facilities	0.301	-0.168	0.092	0.877
Level of satisfaction towards billing facilities	0.116	0.29	-0.036	0.821
Level of satisfaction towards availability of trolleys/shopping bags	-0.289	0.683	0.497	0.191
Level of satisfaction towards exchange of defective/damaged goods	0.795	0.256	0.053	0.034
Level of satisfaction towards door delivery	0.441	0.797	0.048	0.014
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 11 iterations.				

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.

Ranking on Reason for Purchasing in Store:

S.No	Ranking on Reason for Purchasing in 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 store	4.84	3
9	Door delivery	5.94	9
10	Nearby residence	6.06	10
N	10		

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

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	0
	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	0
	Within Groups	205.494	246	0.835		
	Total	264.1	249			
Level of satisfaction towards accurate weight/adequate quantity	Between Groups	19.014	3	6.338	4.804	0.003
	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	0.001
	Within Groups	217.193	246	0.883		
	Total	232.964	249			
Level of satisfaction towards door delivery	Between Groups	47.334	3	15.778	23.164	0
	Within Groups	167.562	246	0.681		
	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).

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.

Suggestions:

- To increase the sales of stores more advertisement can be given targeting unmarried persons who are from the age group of 40-50 as they are have the more frequency of purchase with stores in Coimbatore.
- To increase the frequency of visiting the store more offers can be given by the store as the visiting frequency is less as per the survey.
- The products related to toiletries and cosmetics can be increased with more variety as majority of the respondents purchase these products a lot from stores.
- 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 tin total sales of the stores.

Conclusion:

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.

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