



A STUDY ON CONSUMER BUYING BEHAVIOUR IN DEPARTMENTAL STORE

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Abstract

The development in the Indian coordinated retail market is mostly because of the adjustment of the customer conduct. Coordinated area in retailing needs to go quite far to figure out the client necessities. Customer conduct is a significant element that will assist them with tapping the customer in a superior manner. Customers continuously search for the advantages of shopping in a coordinated retail location in the provisions of self, choice, and so on. Assortment and furthermore look for an incentive for the cash they pay and buying the comfort products.

Key Words: Customer, Shoppers, Store, Buying Behaviour, Products.

Introduction:

Shopper purchasing conduct alludes to the purchasing conduct of definitive clients. Shopper conduct has been consistently of incredible premium to advertisers. A customer purchasing conduct is impacted by friendly, social, individual and mental elements. Buyer conduct alludes to the choice, buy and utilization of labour and products for the fulfilment of their needs. A Departmental stores in any city is an enormous retail exchanging association as the degree of administrations is extremely high. Retail chain are extremely enormous stores offering a colossal collection of "delicate" and "hard" products which frequently look similar to assortment of specialty stores.

Objectives:

- To study about the demographic, social and cultural factors of the consumer.
- To know about the consumer awareness about the departmental stores.
- To examine the factors influencing the customers to choose a particular 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 100 respondents in Coimbatore city.
- Sampling technique: The 100 respondents were selected by Convenience sampling technique

Review of Literature:

William Apple Baum, in the review, customer conduct in retail locations as a rule manages the distinguishing proof client and their purchasing conduct factors. This article is planned to animate the people who can acquire the most from such examinations to exploit the amazing open doors for getting more familiar with customer conduct in the commercial centre. B.V. Sangvikar, Hemant J. Katole [2012], said the purchaser conduct is the investigation of how individuals purchase, what they purchase, at the point when they purchase, and why they purchase. Its mixes components from brain research, human science and financial aspects. Coordinated retail area is developing quickly and purchasers are moving to shopping in coordinated retail location. In the review research have seen that client buying conduct in departmental stores shopping conduct is the key of progress of the retailer.

Adbdl Baset I. M. Hasouneh [2014], said the information regarding the different mental elements associated with customer Conduct, comprehend character and self-idea of shopper likewise makes sense of have some familiarity with need and inspiration, figure out discernment, learning, and demean or of the customer. Mukta Srivastava, Syed Azher Ali [2013], said the India is one of the quickly developing retail showcases on the planet. The shoppers have become more fashion and brand cognizant, at the back fast development in their disposable pay. The retail locations followed by status, accessibility of new stock, popular stock, limited time plan and shopping climate. Subsequently the Indian retail will almost twofold in monetary worth. Anuradha and Manohar [2014], Shopping moves past reasonableness, obligation and activity planning different purposes and fulfilments. Two elements of perceived worth of shopping incorporate ease of use arranged and appreciate (government assistance)-arranged shopping.

Analysis and Interpretation:

Demographic Factor:

		Frequency	Percentage
Gender	Male	42	42
	Female	58	58
	Total	100	100
Age	Upto 20 years	12	12
	21-30 yrs	9	9
	31-40 yrs	62	62
	Above 40 yrs	17	17
	Total	100	100
Marital Status	Married	89	89
	Unmarried	11	11
	Total	100	100
Type of Family	Joint family	17	17
	Nuclear family	83	83
	Total	100	100
No. of Earning Members in a Family	One	7	7
	2-4	52	52
	4-6	41	41
	Above 6	0	0
	Total	100	100
Average Income of Family	Upto 15000	12	12
	15001-30000	57	57
	Above 30000	31	31
	Total	100	100

Interpretation:

The table shows majority 58 respondents are female ,majority 62 respondents are in 31-40 yrs of age, majority 89 respondents are married, majority 83 respondents are in nuclear family, majority 52 respondents having 2-4 earning members in their family, majority 57 respondents family income level falls between Rs 15000 to Rs 30000.

Frequency of Visiting Departmental Store:

Factors	Frequency	Percentage
Always	11	11
Often	47	47
Sometimes	36	36
Rarely	6	6
Total	100	100

Interpretation:

The table shows maximum 47 respondents often visit departmental store followed by 36 respondents sometimes visit departmental store for their purchase.

Type of Product Usually Buy on Departmental Store:

Factors	Frequency	Percentage
New/Latest Product	53	53
Product You Already Own	13	13
Product You Don't Have	34	34
Total	100	100

Interpretation:

The table shows majority 53 respondents usually buy new/latest product on departmental store followed by product they don't have.

Payment Mode Normally Adopted on Departmental Store:

Factors	Frequency	Percentage
Cash	12	12
Other mode	88	88
Total	100	100

Interpretation:

The table shows majority 88 respondents usually adopt other than cash mode for making payment for their purchase on departmental store.

Opinion of the Respondent Regarding Availability of Facility Offered in the Store:

Factors	Agree	Neutral	Disagree
Air Conditioning	23	71	6
Elevator/Escalator	7	16	77
Trolley	92	6	2
Privilege Card	87	9	4
Salesman	26	64	10
Computerized Billing	77	20	3
Play Areas	10	23	67
Special Offers	67	30	3

Interpretation:

The table shows majority 92 respondents agree that the trolley facility available in the departmental store followed by privilege cards. Majority 77 respondents disagree for the availability of elevator/escalator followed by play areas availability on the departmental store.

Influencing Factor to Visit Departmental Store:

Factors	Minimum	Maximum	Mean	S.D
Product availability	1	5	4.4	.94
Variety of products	1	5	4.2	.91
Price	1	5	3.6	1.42
Comfortable	1	5	2.4	1.43
Store attractiveness	1	5	3.1	1.46
Advertisement	1	5	3.2	1.40
Near to home	1	5	2.7	1.3
Self service	1	5	2.0	1.2

Interpretation:

The table shows that the rating given by the respondents vary between minimum of 1, to a maximum of 5 for all the items. The highest mean rating is 4.4 for product availability (i.e.) on average the influence of product availability falls above strong and below very strong.

Customer Service Provided by Store:

Factors	Minimum	Maximum	Mean	S.D
Attention Given to Customer	1	5	3.2	1.37
Preference for Bulk Purchase	1	5	2.2	1.39
Complaints are Handled Immediately	1	5	3.7	1.17
Debit & Credit Cards	1	5	3.4	1.13
Skilled Staff	1	5	3.1	1.2
Suitable Shopping Time	1	5	4.4	.92
Most Recent Pattern Products	1	5	3.3	1.30
Promotional Activity	1	5	4.8	.53

Interpretation:

The table shows that the rating given by the respondents vary between minimum of 1, to a maximum of 5 for all the items. The highest mean rating is 4.8 for promotional activity (i.e.) on average the influence of promotional activity falls above strong and below very strong.

Suggestions:

- An inventive loyalty program is to be brought about by each retail bunch and presented as soon as conceivable all together to remunerate the customary clients.
- The store has invested to additional amounts of energy in making the advertisement media a successful wellspring of information in arriving at the customers at large.
- Endeavours ought to be made to lessen the cost of certain items like extravagant things, kids' toys and so forth, to draw in the clients.
- It is recommended to the administration to choose more number of gifted deals people to draw in clients.
- Moves toward be taken to give better offices to customer like parking region, kids play region, and so on.
- It is prescribed to the administration to make the billing method more helpful for shoppers.
- The retailers need to give products in new condition true to form by the buyers

Conclusion:

The development in the Indian coordinated retail market is essential because of the adjustment of the customer conduct. Coordinated area in retailing needs to go quite far to comprehend the client necessities.

Coordinated retail area is developing quickly and purchasers are moving to shopping in coordinated retail locations. One of the coordinated retail advertising channels the departmental stores. Customer purchasing conduct is passage of outcome in market. Customer conduct is an significant variable that will assist them with tapping the shopper in a better way. Shoppers generally search for the advantages of shopping in a coordinated retail location in the provisions of self, determination, and so forth. Assortment and furthermore look for an incentive for the cash they pay and buying the comfort merchandise. The retailers ought to assist clients with investigating the store. For shopping ought to be more gutsy by consistently overhauling the item portfolio, by changing the format and by giving the touch and feel insight. Shoppers continuously looks the advantages of shopping in a coordinated retail store over the customary retail outlets with regards to self-determination, assortment, and furthermore look for an incentive for the cash they pay. The coordinated area in retailing needs to go quite far to grasp the client necessities.

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