



## A Study on Customer Satisfaction towards Departmental Stores with Special 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 141 was collected were simple percentage analysis, weighted average, ranking analysis and chi square analysis 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.

Keywords: Buying behaviour, Customer loyalty and Customer satisfaction.

### 1. INTRODUCTION

The days where the consumer went in search of materials from shop to shop are gone. Today, things are made available in one shop, one place. These days, consumer buying is not mere transfer of items from the seller to the buyer. Consumer wants buying to become a happy affair. They would like to see, touch and feel the commodities that they buy. Understanding this psychology of the consumer, many organizations have come to make purchase of happy affair. Retailing as an occupation came into existence when farmers started producing more food that they require.

Trading was an important part of daily life. Over the years, the goods available for sales to the public have increased in both range and variety and now encompass everything and anything that a consumer might possibly want or need. Today, it is possible to purchase clothes, toiletries, cosmetics, gardening materials, sporting goods and home appliances etc...under one roof. However, some stores have become renowned for a certain degree of specification while others for offering goods at discount prices whereas most stores offer a general discount of prices at particular times of the year.

Today the traditional department more suffers from the competition from its modern equivalent, the Big-Box store. This type of store is most often a large box-like retail building lacking decoration and of a single store. Such establishment is generally part of a group or chain of similar stores owned by the same company. But let us not consider the modern day equivalent of the departmental store at this time. Instead let us limit ourselves to the traditional and elegantly attractive buildings that were carefully designed and well-maintained where once shopping could be a pleasurable experience for those who wandered through these distinct emporia.

#### 1.1 STATEMENT OF THE PROBLEM

Departmental stores offer different types of products with different quantities. There is stiff competition among departmental stores. Retention of consumers and creating loyalty among consumer are the focus among departmental stores with that intention they offer different facilities and adopt various promotional measures to satisfy consumer knowing buying behavior and satisfactory level of consumers is a vital one for any departmental store. This may be helpful to departmental stores while framing promotional strategies. Hence an attempt has been made by the researcher to assess the level of satisfaction under the title "A study on consumer satisfaction towards departmental stores with special reference in Coimbatore city". Organization/industrial concern now-a-days do all activities to attract the consumer and increase their share in the market. Gift offers, arranging loans, after sales service, door delivery etc., are some of the techniques adopted to retain existing customer base. The study of the customer behavior 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 no only to buy also spend sometimes in the cafeteria and to enjoy the atmosphere, the consumer takes a look to choose the product and understand the inferential as well as the external factor. This is doing one in a clean unpolluted atmosphere in departmental 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.

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## 1.2 OBJECTIVES

- To study the factors influencing the customer to purchase house hold articles from departmental store.
- To know the needs of the customers at the place of purchase.
- To understand the consumer's opinion and ideas about the price, quality and service rendered by the departmental stores.
- To suggest, improve in sales and functions in the departmental stores based on results.
- To offer suggestion based on the result of the study.

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## 1.3 SCOPE OF THE STUDY

The present study is made to measure the customer attitude towards departmental stores. It also aims at analyzing. Understanding buying behavior 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 behavior have been the focus of a number of international and national product. The result of these studies has been useful to the provide solution to various marketing problem in departmental stores in Coimbatore. 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.

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## 2. REVIEW OF LITERATURE

Domingo Ribeiro Soriano (2001) has explained in his paper about the importance of the work of external consultants in firms. The study deals with the analysis of external advice within small to medium- sized enterprises. It tries to reflect the actual importance of external advice sought by firms in trying to reach the highest possible level of client satisfaction.

Goran Svensson (2004) depicts in his paper that the performance of services is done at an operative level and service is an important issue for the strategic, tactical and operative business activities of automobiles companies. The major contributions of the research provide an on- the-spot account of interactive service quality. The paper provides theoretical and managerial implications of the construct of interactive service quality in service encounters. Saini Neelam (2012), indicate that variety of products, branded products and availability of necessary goods under same roof, reasonable price and fixed price and location of organized retail outlets at close to residence or work place play a significant role in motivating the customers to visit organized retail outlet. There is a significant relationship between customer satisfaction and 5 dimensions of service quality of organized retail outlets. Those five dimensions were Product Characteristics, Price factor, Physical aspects, Promotional schemes and Personnel interaction. Since the results of the study show that customers' satisfaction is related with service quality of retail stores in terms above said 5 dimensions, therefore, retailers need to stress on these related aspects in providing their services.

R.Gomathi, S.Kishore, R.Deepika (2013), spells out that there is relationship between the gender of the respondents and various offers and discounts offered by the departmental stores. The customers are dissatisfied with the parking facilities, price of products like fancy items, children's toys, door delivery, billing procedure, long waiting time the departmental stores should address these issues quickly to make their customers satisfy andhappy.

Section headings should be left justified, bold, with the first letter capitalized and numbered consecutively, starting with the Introduction. Sub-section headings should be in capital and lower-case italic letters, numbered 1.1, 1.2, etc, and left justified, with second and subsequent lines indented. All headings should have a minimum of three text lines after them before a page or column break. Ensure the text area is not blank except for the last page.

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## 3. REFERENCE:

1. U. Dineshkumar (2012) "Customers' Satisfaction towards Organized Retail Outlets in Erode City" IOSR Journal of Business and Management (IOSRJBM), Volume 3, Issue 4, PP 34-40.
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## 4. RESEARCH METHODOLOGIES

Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. When we talk of research methodology, we not only talk of the research methods but also consider the logic behind the method we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others.

The primary methods of data collection that is questionnaire technique was used to collect the data required. Respondents include both male and female. Convenience sampling methods has been adopted under the non-probability sampling technique and about 141 samples have been collected for the study.

The questionnaire consists of four parts namely, personal information, purchasing pattern, details about products and customer services provided at the store. The questionnaire was designed in such a way that the respondents were able to express their opinions and ideas freely and frankly.

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#### 4.1 DATA COLLECTION

The study used both primary and secondary data, which was collected using interview schedule and through various common sources. The interview schedule has been framed in such a way that respondents were able to express their opinions freely and frankly.

##### a. Primary data

The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. We collect primary data during the course of doing experiments in an experimental research but in case we do research of the descriptive type and performs surveys. Here the Primary data will be collected by means of preparing a questionnaire and getting it filled by a large sample space. This questionnaire will help in drawing conclusion about the case.

##### b. Secondary data

Secondary data refers to data that is collected by someone other than the user, common source of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research proposes.

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#### 4.2 SAMPLE DESIGN

The sample design provides the basic plan and the Convenient sampling method is adopted for the purpose of study. Please do not change the margins of the template as this can result in the footnote falling outside printing range.

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#### 4.3 TOOLS USED FOR THE STUDY

The rules of statistics in research are to function as a tool in designing research, analyzing the data, drawing its conclusion from most research studies result in large volume of raw data that must be suitable reduced so that the same can be read easily and can be used for future analysis. The tools used are

- Simple percentage analysis
- Ranking analysis
- Weighted average analysis
- Chi Square

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### 5. ANALYSIS AND INTERPRETATION

#### 5.1 SIMPLE PERCENTAGE ANALYSIS

Table No. 1 Source Influence To Buy Product In Departmental Stores

S.NO	FACTORS	NO OF RESPONDENTS	PERCENTAGE
A	Television	20	14.2
B	Newspaper	10	7.1
C	Pamphlets	10	7.1
D	Friends/Relatives	101	71.6
	Total	141	100

SOURCE: Questionnaire

#### INTERPRETATION

In the above table shows influence the respondents to buy in departmental stores 71.6% of the respondents are influenced by friends/relatives, 14.2% of the respondents are influenced by television, 7.1% of the respondents are influenced by newspaper and 7.1% of the respondents are influenced by pamphlets.

Table No. 2 Preference Of Departmental Stores

S.NO	FACTORS	NO OF RESPONDENTS	PERCENTAGE
A	SPAR	40	28.4
B	Big Bazaar	15	10.6
C	Reliance mart	26	18.4
D	D mart	30	21.3
E	Others	30	21.3
	Total	141	100

SOURCE: Questionnaire

**INTERPRETATION**

In the above table shows the respondents preference of departmental stores. 28.4% of the respondents prefer SPAR departmental stores, 21.3% of the respondents prefer D mart, 21.3% of the respondents prefer other departmental stores, 18.4% of the respondents prefer Reliance mart and 10.6% of the respondents prefer Big Bazaar.

**5.2WEIGHTED AVERAGE METHOD**

TABLE NO. 3 Satisfaction On Parameters Offered By Departmental Stores

FACTORS	1(4)	2(3)	3(2)	4(1)	TOTAL	MEAN SCORE
Customer service	59	51	21	10	141	3.13
	236	153	42	10	441	
Large variety of products	62	67	9	3	141	3.33
	248	201	18	3	470	
	40	62	28	11	141	
Availability of products	160	186	56	11	413	2.93
Shopping experience	126	7	5	3	141	3.86
	504	27	10	3	544	

**INTERPRETATION**

**Appendix A.** The above table justifies the satisfactory on parameters offered by departmental stores. The highest mean score is 3.86 for shopping experience. An example appendix

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### INTERPRETATION

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## 5.3 RANKING ANALYSIS

Under this method the respondents are asked to rank the choices. This method is easier and faster. In this study the respondents are asked to rank the various factors which influence to select the primary health care centre's and the respondents are used to rank as 1,2,3,4,5,6, and7. It does not matter which way the items are ranked, item number one may be the largest or it may be the smallest.

The scores of each expectation of 141 respondents were totaled and the total score has been arrived.

TABLE NO. 4 Reason For Preferring Products From Departmental Stores

FEATURES	1(7)	2(6)	3(5)	4(4)	5(3)	6(2)	7(1)	TOTAL	RANK
Convenient	10	15	5	15	61	21	14	141	6
	70	90	25	60	183	42	14	484	
Prestige	18	19	16	54	10	17	7	141	3
	126	114	80	216	30	34	7	607	
More quality	17	18	15	9	11	58	13	141	5
	119	108	75	36	33	116	13	500	
Time savings	54	17	18	13	14	13	12	141	1
	378	102	90	52	42	26	12	702	

Offers and Discounts	16	54	16	18	14	8	15	141	2
	10	32	80	72	42	16	15	654	
Product Variety	16	16	16	17	14	12	50	141	7
	112	96	80	68	42	24	50	472	
Availability of rare products	16	16	50	16	13	13	17	141	4
	112	96	250	64	39	26	17	604	

### INTERPRETATION

The above table shows the reason for preferring products from departmental stores that are ranked based on the return by the respondents.

Time saving is given I by the respondents. Offers and Discounts are ranked II. Prestige is ranked III. Availability of rare products is ranked IV. More quality is ranked V. Convenient are ranked VI and Product Variety are ranked VII respectively.

### 5.4 CHI SQUARE ANALYSIS

Table No. 5 Age Of The Respondent And The Factors Influence To Buy Products In Department Stores

PEARSON CHI SQUARE				
FACTOR	CALCULATED VALUE	DEGREE OF FREEDOM (df)	TABLE VALUE	REMARKS
AGE	137.926 <sup>a</sup>	09	16.92	REJECTED

### INTERPRETATION

The above table 4.5.1 shows that the table value 16.92 is lesser than the calculated value and the null hypothesis is rejected.

Hence, there is no significant difference between respondent's age and the factors influence to buy products in departmental stores.

### SIMPLE PERCENTAGE ANALYSIS

- Majority 56.7% of the respondents are female.
- Majority 41.1% of the respondents belong to the age group 21 – 30 years.
- Majority 63.8% of the respondents are married.
- Majority 41.1% of the respondents are Post graduation level.
- Majority 31.9% of the respondents are House Wife.
- Majority 61.0% of the respondents are earning from 11,000 – 30,000.
- Majority 56.7% of the respondents are from Urban area.
- Majority 56.7% of the respondents from 5-6 members in family.
- Majority 83.7% of the respondents from Departmental stores.
- Majority 71.6% of the respondents are influenced by Friends/Relatives.
- Majority 28.4% of the respondents prefer SPAR Departmental stores.
- Majority 49.6% of the respondents purchased through departmental stores.
- Majority 39.0% of the respondents purchase Provision and Groceries in departmental stores.
- Majority 88.7% of the respondents are aware on free delivery in departmental stores.
- Majority 70.9% of the departmental stores have both parking facility.
- Majority 39.0% of the respondents purchase Provision and Groceries in departmental stores.

- Majority 83.0% of the respondents are satisfied towards products purchased from departmental stores.
- Majority 56.7% of the respondents are highly satisfied with customer service effectiveness in departmental stores.
- Majority 85.8% of the respondents has no difficulty in buying products from departmental stores.
- Majority 86.5% of the respondents are recommending purchase through departmental stores.
- Majority 86.5% of the respondents had accepted that departmental store has more advantage while comparing to local stores.

#### WEIGHTED AVERAGE ANALYSIS:

- The highest mean score is 3.86 by the respondent saying that Satisfaction on Shopping experience parameters offered by departmental stores.

#### RANK ANALYSIS:

- Time saving given I highest ranking by the respondents reason for preferring products from departmental stores.
- Brand image is given I highest ranking by the respondents priority to purchasing products in departmental stores.

#### CHI SQUARE ANALYSIS:

- The table value 16.92 is lesser than the calculated value and the null hypothesis is rejected. Hence, there is no significant relationship between respondent's age and the factors influence to buy products in department stores.
- The table value 12.59 is lesser than the calculated value and the null hypothesis is rejected. Hence, there is significant relationship between respondent's Residential area and purchase of day to day products – Location.

#### SUGGESTIONS

Based on the findings, the following suggestions have been recommended to improve the sales and functioning at the store.

- As the majority of the respondents are aware of departmental stores not through advertisement, it is suggested that the store puts in more efforts in making the advertising 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...
- Steps should be formulated to make the customers aware of the door delivery system facility provided.

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#### CONCLUSION

The departmental stores in Coimbatore region were found to be prospering in the recent years, providing quality service to the customers by employing newer and newer promotional tactics. The present research has covered the general profile and the shopping habits of the respondents, along with an enumeration of their opinion on the various dimensions that trigger satisfaction to the service provided.

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