



## **The Study of Consumers Purchasing behaviour of Departmental Stores During Festival Times**

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### **ABSTRACT**

The study is focused on the people who already the customer of departmental stores. The Sample Involves 156 Responses of Customers from Coimbatore City. The study also highlights the role of marketing and advertising in shaping consumer perceptions and driving sales. Consumers in Coimbatore city are found to be influenced by festive promotions and discounts, as well as personalized marketing campaigns. Moreover, the study also sheds light on the importance of a positive shopping experience and customer service in shaping consumer behavior.

Keywords: Departmental stores, Customer needs.

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### **1. INTRODUCTION**

Retail practice has a long history and is deeply rooted in society. As we spend around 30% of our income on goods and services from merchants, the retail industry is also an important social enterprise. The definition of retail should look at its contribution to our society as well as how to make it more effective and profitable. The contemporary equivalent of the old market is a retail centre, mall or plaza. The growth of organized retail business is an important factor in India's current economic situation. The organized retail industry has recently experienced massive expansion and future growth is expected to be very rapid. The act of selling products and goods from a permanent location can be summarized as a general definition of organized retailing and retailing in general.

#### **STATEMENT OF THE PROBLEM:**

Departmental stores are an essential part of the retail industry and play a crucial role in shaping consumer purchasing behavior. During festival times, consumer behavior is expected to change due to various factors such as increased disposable income, festive offers and discounts, and a festive mood.

#### **OBJECTIVES OF THE STUDY**

- To examine the consumer purchasing behavior in department stores during festival times in Coimbatore city.
- To identify the factors that influence consumer behavior in department stores during festival times.
- To determine the impact of festivals on consumer purchasing behavior in department stores in Coimbatore city.

#### **SCOPE OF THE STUDY:**

- The study will focus on the consumers' purchasing behavior during festival times in Coimbatore city, with a special emphasis on departmental stores.
- The study will examine factors that influence consumers' purchasing behavior, such as advertising, promotion, personal needs and preferences, and cultural values.
- The study will analyze the impact of festivals on consumer purchasing behavior in departmental stores and how this behavior varies among different demographic groups.

**LIMITATION OF THE STUDY:**

- However, this research study is limited to internet users in Coimbatore city. For a topic like this one collect responses from a wide range of respondents across the country or the world, that's all.
- Second, there aren't many basic texts about online advertising. As a result, the researcher relied mostly on internet research, journals and textbooks.

**2. REVIEW OF LITERATURE**

1. **Sonwalkar J, et al (2018)** In his paper "Factors Affecting Store Sales During Festival Season: A Case Study of Selected Stores in Indoor", the author tested several hypotheses on the effects of various store features including atmosphere, store layout, ease of product discovery, variety, Selection, salesman knowledge, and salesman behavior, Diwali promotion, price, convenience entry exit, delivery execution. Purchase is a parking liability.
2. **Ruiz-Maffe et al., 2018;** In recent years, several studies have discussed the influence of Internet reviews, especially on purchase choices (Ruiz-Maffe et al., 2018; van Helversen et al., 2018; Guo et al., 2020; Kang et al., 2020 Wu et al. , 2021). The impact of textual variables, amount of depth in a product review, degree of agreeableness of the reviewer, and consumer purchase intentions for research and experiential content are just some of the factors covered in this research. Online Reviews on Consumer Behavior.
3. **Priyanka Verma, Anupam Singh (2019).** The decision-making process and actions of people who buy and use a product are referred to as buying behavior. Consumer buying behavior is the study of purchasing units and exchange processes associated with buying, consuming, and disposing of goods, services, experiences, and ideas.
4. **Guo et al. (2020)** showed that positive online customer reviews increase the likelihood of purchase more than negative reviews. They found that online negative customer reviews had a significant effect on purchase choices, but only when combined with perceived legitimacy and perceived profiling. These studies suggest that customer behavior is influenced by online product reviews, but that the overall effect varies due to different circumstances.
5. **According to a survey by Zhong-Gang et al. (2020),** about 60% of customers read online product reviews at least once a week, and 93% of them believe that doing so improves the accuracy of their purchase choices, reduces the risk of losing money, and influences their purchase preferences. 82% of customers who engage in online B2C transactions read product reviews before making purchase decisions, and 60% of them review reviews weekly. According to research, 93% of customers claim that internet reviews influence their purchasing choices, which shows that the majority of consumers routinely read online reviews and rely on reviews to make judgments about what to buy.
6. **Kazmi (2020) and Batra, S.K.** This book examines consumer decision making, the buyer's black box, and the importance of consumer behavior research to marketers. The book discusses the critical characteristics of the Indian client as well as the competitive advantages of marketing professionals in the Indian market. We take a deep dive into customer decision making, buying roles and the consumer black box. Many stages of life are associated with the evolution of consumer decision-making processes. In a competitive market environment, young consumers, women and children appear to be growing consumer groups.
7. **Boardman and Mc (2021) found** that based on the content, purpose and customer intent of each web page, consumer interest and behavior change during the purchase process.
8. **Bai and Lee (2021)** concluded that a review from an online community is the most reliable information for customers who want to know more about a popular product. Reviews are easy for other customers to accept because they are feedback from the consumer's point of view and often reflect their experience using the product to help in their decision-making process.
9. **(Hoyer et al., 2021).** Contextual factors that influence client behavior may also include time, place, environment, and climate (Hoyer et al., 2021). Major retailers strive to create environments and scenes in their stores that encourage potential customers to take advantage of situational observations to make purchase decisions. To achieve this, various means are available, such as playing soft music in stores, creating stimulating aromas in stores, placing bread and dairy products in supermarkets at the end of stores. purchases, among other things.
10. **Jalal (2021)** This research aims to investigate the effects of potential value, advanced advertising, special exercises, CSR and store air on retail purchase decision. Using a quantitative screening strategy, data were collected from 278 retail store customers in Malaysia. To evaluate the data obtained, both SPSS 19 and the base case found in AMOS were used. The results show that CSR positively influences purchase choice, while progress of deals negatively affects purchase decision. Contrary to expectations, the results showed that the effect of online advertising on consumer choice was insignificant. Finally, the results show how trust value positively influences purchase choice. The results of this research also revealed that consumers' purchase decisions are influenced by the atmosphere of the store. The results of the review provide a better understanding of the importance of the selected indicators in influencing the purchasing behavior of the customer in the retail industry.

### 3. RESEARCH METHODOLOGY:

The survey approach was used to conduct the study. Fieldwork was done to get the information. Data was gathered via structured questionnaires and client interviews. Data from the research were analysed using simple statistical methods like percentage drawings for generalisation. creating the tables needed to tabulate the main data that was gathered. Bar graphs, pie charts, and base diagrams are used to help readers comprehend the research.

#### AREA OF STUDY

Data were collected from three sources for the present study.

Collection of data

- Primary data
- Secondary data

#### 1. Primary data

In these kinds of investigations, primary data acquire a significant role. Primary data for this research came from structured surveys, observational techniques, and user interpretation. Data is incredibly valuable and essential in several ways.

#### 2. Secondary data

Secondary information was acquired from a variety of sources, including newspapers, periodicals, journals, and websites on the Internet.

- Common books and references.
- Increasing accuracy, interpretation, conclusion, and suggestions were the goals of utilising secondary data.

#### 3. Field work

The research featured a 10-day fieldwork period during which the target segment users were approached personally, given questionnaires, and their responses were gathered. Field research was carried out at several locations in Bangalore.

#### Sampling Plan

The research of the portion of a population that best captures its overall characteristics is referred to as a sampling plan. Following research, sampling is a technique that allows us to make inferences about the characteristics of the population; only these persons or things are included in the sample.

#### Sample size

In this project a sample size of 150 individuals was chosen for the study.

#### Sampling techniques

For the purposes of this project report, convenience random sampling—a non-probability sampling method—was chosen as the sampling strategy. In this kind, the respondents are picked based on the researcher's criteria. In order to interview respondents from throughout the city of Coimbatore, the respondents were chosen based on convenience.

#### Statistical Tools

The statistical tools are as follows.

- Simple Percentage method
- Ranking Analysis
- Weighted Average method

#### PERCENTAGE ANALYSIS

Percentage method refers to the specific kind which is used in making comparison between two or series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitate relative comparison.

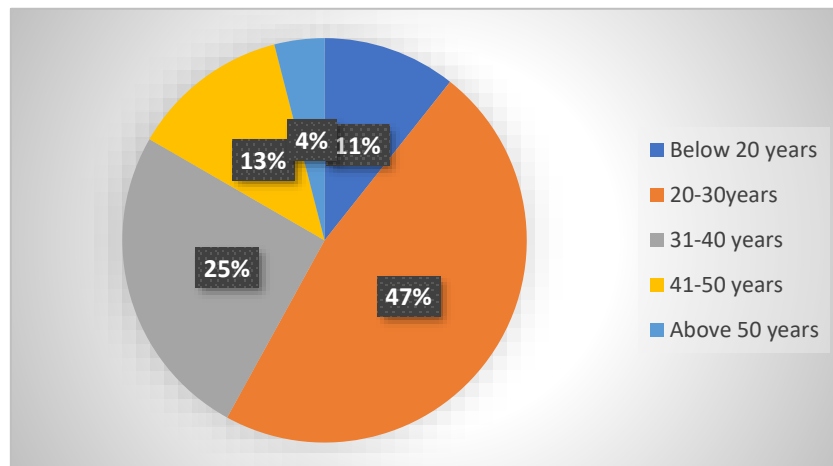
TABLE 3.1 SHOWING AGE OF THE RESPONDENTS

Particulars	Frequency	Percentage
Below 20 years	16	10.67%
20-30years	71	47.33%

31-40 years	38	25.33%
41-50 years	19	12.67%
Above 50 years	6	4.00%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.1 SHOWING AGE OF THE RESPONDENTS**



**INTERPRETATION:**

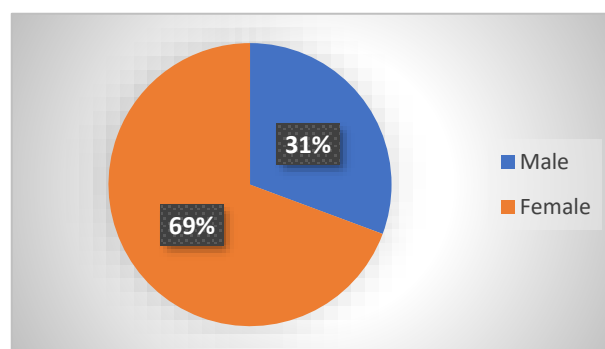
The age distribution of survey respondents is shown in the table. It is clear that the bulk of respondents (47.33%) fall into the 20–30 age range, with the 31–40 age range coming in second (25.33%). 12.67% of respondents are between the ages of 41 and 50, compared to 10.67% and 4.00% of respondents who are under 20 and over 50, respectively.

**TABLE 3.2 SHOWING GENDER OF THE RESPONDENTS**

Particulars	Frequency	Percentage
Male	46	30.67%
Female	104	69.33%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.2 SHOWING GENDER OF THE RESPONDENTS**



**INTERPRETATION:**

The table shows the gender distribution of the respondents in a survey. It can be seen that the majority of the respondents 69.33% are female, while a smaller proportion 30.67% are male.

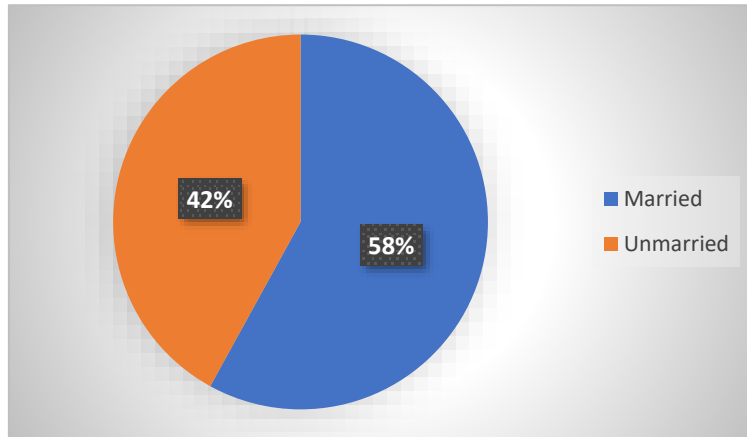
**TABLE 3.3 SHOWING MARITAL STATUS OF THE RESPONDENTS**

Particulars	Frequency	Percentage
Married	87	58%

Unmarried	63	42%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.3 SHOWING MARITAL STATUS OF THE RESPONDENTS**



**INTERPRETATION:**

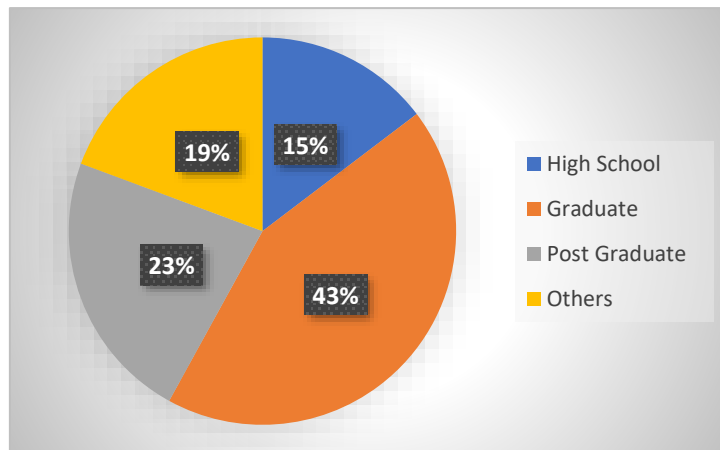
The table shows the marital status distribution of the respondents in a survey. According to the table, 58% of the respondents are married while 42% are unmarried.

**TABLE 3.4 SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

Particulars	Frequency	Percentage
High School	22	14.67%
Graduate	65	43.33%
Post Graduate	34	22.67%
Others	29	19.33%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.4 SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**



**INTERPRETATION:**

The above analysis shows the educational qualification distribution of the respondents in a survey. According to the table, 43.33% of the respondents have a graduate degree, followed by 22.67% with a post-graduate degree, 19.33% with other qualifications and 14.67% with a high school education.

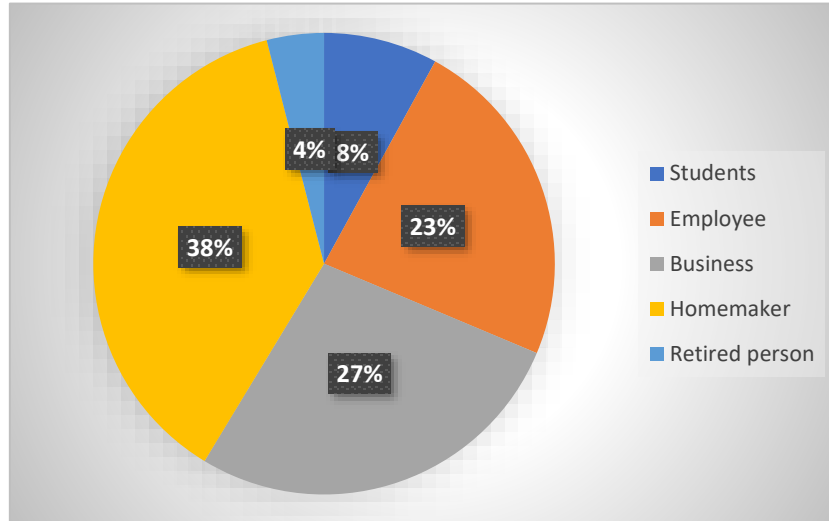
**TABLE 3.5 SHOWING OCCUPATION OF THE RESPONDENTS**

Particulars	Frequency	Percentage
Students	12	8.00%
Employee	35	23.33%

Business	41	27.33%
Homemaker	56	37.33%
Retired person	6	4.00%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.5 SHOWING OCCUPATION OF THE RESPONDENTS**



**INTERPRETATION:**

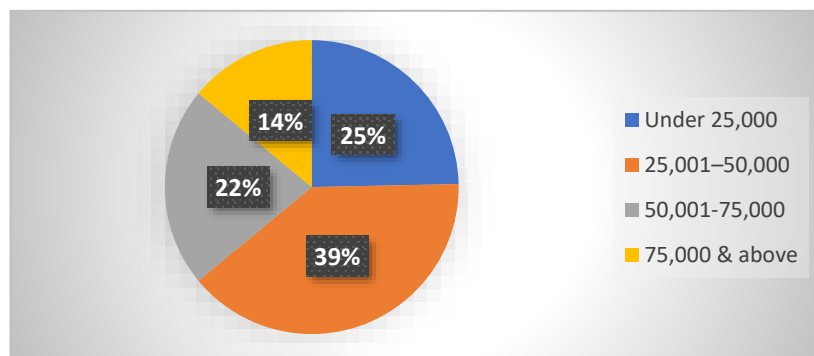
From the above chart shows that occupation of the respondents in a survey. According to the table, 37.33% of the respondents are homemakers, followed by 27.33% in business, 23.33% as employees, 8.00% as students, and 4.00% as retired persons.

**TABLE 3.6 SHOWING MONTHLY INCOME OF THE RESPONDENTS**

Particulars	Frequency	Percentage
Under 25,000	37	24.67%
25,001–50,000	59	39.33%
50,001-75,000	33	22.00%
75,000 & above	21	14.00%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.6 SHOWING MONTHLY INCOME OF THE RESPONDENTS**



**INTERPRETATION:**

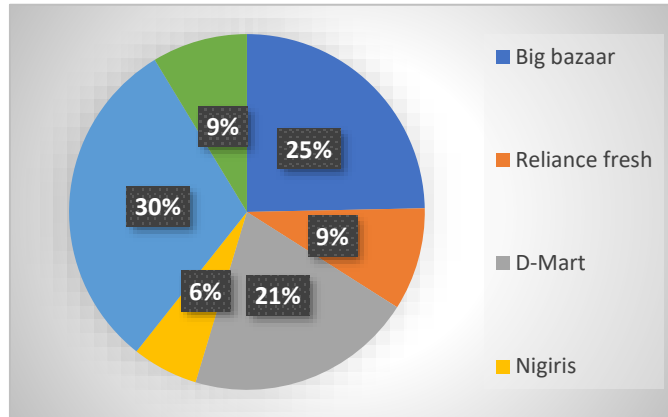
The above analysis shows the distribution of the monthly income of the respondents in a survey. According to the table, 39.33% of the respondents have a monthly income between 25,001 and 50,000, followed by 24.67% with a monthly income of under 25,000, 22.00% with a monthly income between 50,001 and 75,000, and 14.00% with a monthly income of 75,000 and above.

**TABLE 3.7 SHOWING DEPARTMENTAL STORE PREFERRED BY THE RESPONDENTS**

Particulars	Frequency	Percentage
Big bazaar	37	24.67%
Reliance fresh	14	9.33%
D-Mart	31	20.67%
Nigiris	9	6.00%
Shree Kannan Departmental Store	46	30.67%
Others	13	8.67%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.7 SHOWING DEPARTMENTAL STORE PREFERRED BY THE RESPONDENTS**



**INTERPRETATION:**

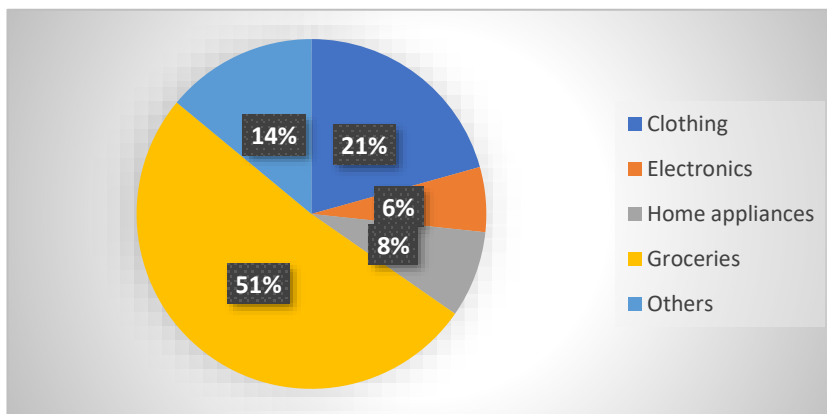
The table shows the departmental store preference of the respondents in a survey. According to the table, 30.67% of the respondents prefer Shree Kannan Departmental Store, followed by 24.67% who prefer Big Bazaar, 20.67% who prefer D-Mart, 9.33% who prefer Reliance Fresh, 6.00% who prefer Nigiris, and 8.67% who prefer other stores.

**TABLE 3.8 SHOWING TYPE OF PRODUCTS PREFERRED BY RESPONDENTS TO PURCHASE DURING FESTIVAL TIMES**

Particulars	Frequency	Percentage
Clothing	31	20.67%
Electronics	9	6.00%
Home appliances	12	8.00%
Groceries	77	51.33%
Others	21	14.00%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.8 SHOWING TYPE OF PRODUCTS PREFERRED BY RESPONDENTS TO PURCHASE DURING FESTIVAL TIMES**



**INTERPRETATION:**

From the data, it can be observed that the majority of the respondents, 51.33%, prefer to purchase groceries during festival times. Clothing was the second most preferred product with 20.67% of respondents indicating that they would purchase clothing during festival times. Electronics and home

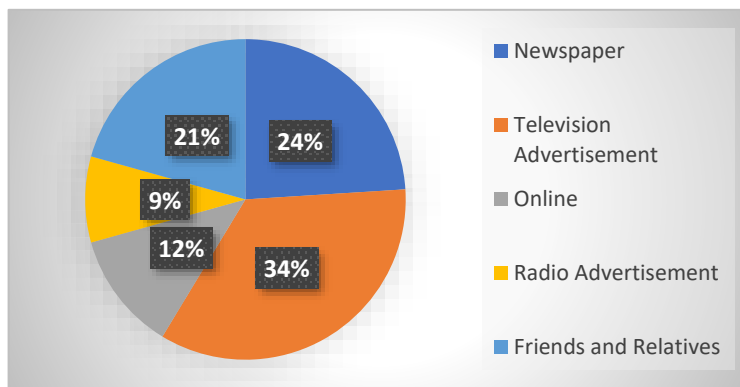
appliances had a much lower preference with only 6% and 8% of respondents respectively indicating that they would purchase these items during festivals. Finally, 14% of respondents indicated that they would purchase other products during festival times. This could include items such as jewelry, beauty products, etc.

**TABLE 3.9 SHOWING SOURCE OF INFORMATION ABOUT DEPARTMENTAL STORES**

Particulars	Frequency	Percentage
Newspaper	36	24.00%
Television Advertisement	52	34.67%
Online	18	12.00%
Radio Advertisement	13	8.67%
Friends and Relatives	31	20.67%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.9 SHOWING SOURCE OF INFORMATION ABOUT DEPARTMENTAL STORES**



**INTERPRETATION:**

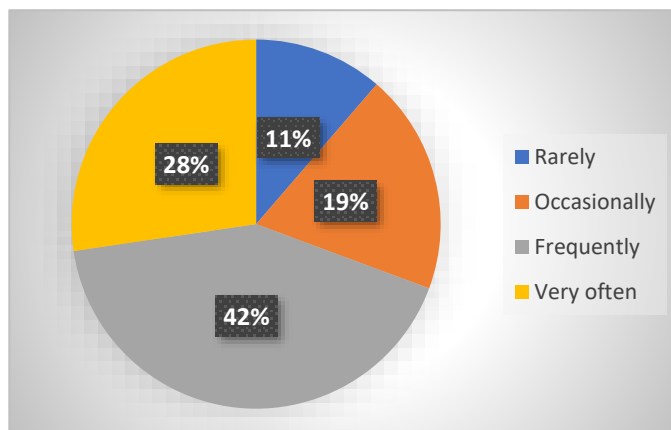
From the above table shows that 34.67% of the respondents received information about departmental stores through Television advertisements, 24.00% through newspaper, 20.67% through friends and relatives, 12.00% through online sources and 8.67% through radio advertisements.

**TABLE 3.10 SHOWING HOW OFTEN RESPONDENTS VISIT DEPARTMENTAL STORES DURING FESTIVAL SEASONS**

Particulars	Frequency	Percentage
Rarely	17	11.33%
Occasionally	29	19.33%
Frequently	63	42.00%
Very often	41	27.33%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.10 SHOWING HOW OFTEN RESPONDENTS VISIT DEPARTMENTAL STORES DURING FESTIVAL SEASONS**





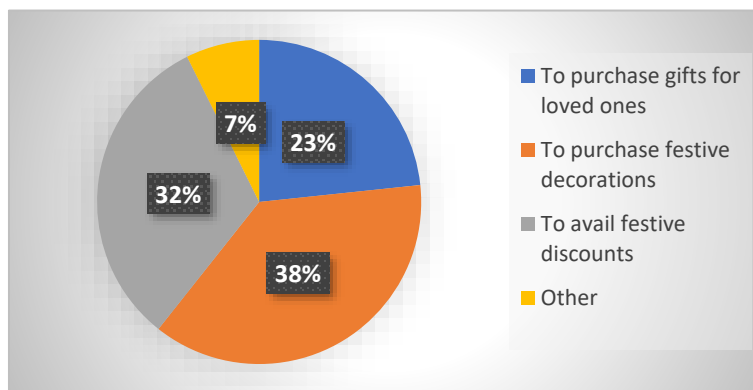
**INTERPRETATION:**

According to the table, 42% of the respondents frequently visit departmental stores during festivals. 27.33% of respondents visit very often during festival seasons. On the other hand, 19.33% of respondents occasionally visit departmental stores during festivals, and only 11.33% of respondents rarely visit departmental stores during festival seasons.

**TABLE 3.11 SHOWING RESPONDENTS MAIN MOTIVE FOR DEPARTMENTAL STORES DURING FESTIVAL SEASON**

Particulars	Frequency	Percentage
To purchase gifts for loved ones	35	23.33%
To purchase festive decorations	56	37.33%
To avail festive discounts	48	32.00%
Other	11	7.33%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.11 SHOWING RESPONDENTS MAIN MOTIVE FOR DEPARTMENTAL STORES DURING FESTIVAL SEASON****INTERPRETATION:**

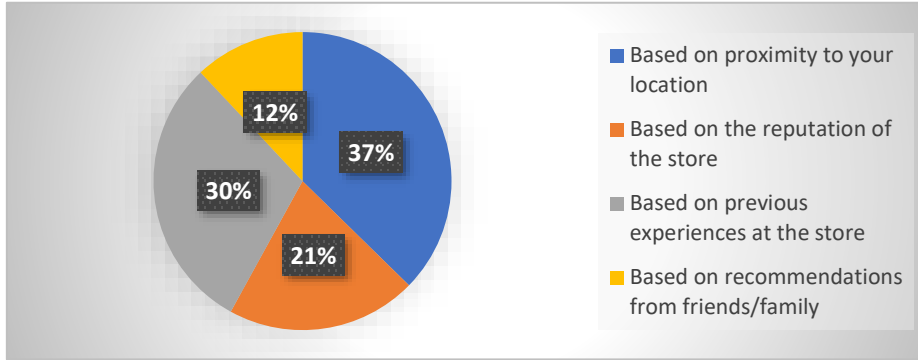
The table shows the main motive of the respondents for visiting departmental stores during the festival season. According to the data, 37.33% of the respondents visit departmental stores during the festival season to purchase festive decorations, while 32.00% visit to avail festive discounts. On the other hand, 23.33% of the respondents visit to purchase gifts for their loved ones. Only 7.33% of the respondents have other motives for visiting departmental stores during the festival season.

**TABLE 3.12 SHOWING THAT THE RESPONDENTS USUALLY CHOOSE WHICH DEPARTMENTAL STORE TO VISIT DURING THE FESTIVE SEASON**

Particulars	Frequency	Percentage
Based on proximity to your location	56	37.33%
Based on the reputation of the store	31	20.67%
Based on previous experiences at the store	45	30.00%
Based on recommendations from friends/family	18	12.00%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.12 SHOWING THAT THE RESPONDENTS USUALLY CHOOSE WHICH DEPARTMENTAL STORE TO VISIT DURING THE FESTIVE SEASON**



**INTERPRETATION:**

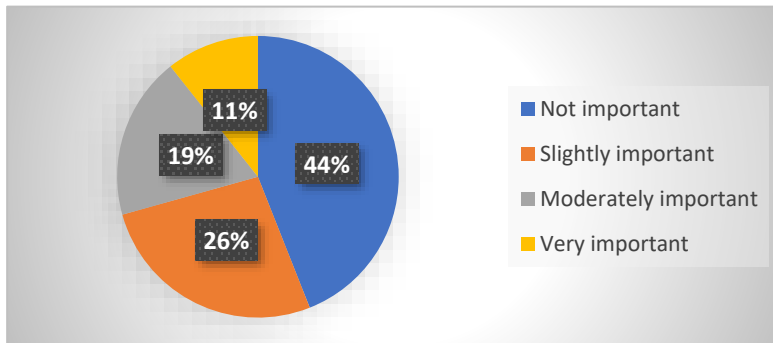
The table shows the results of a survey on the factors that influence the respondents' choice of departmental store to visit during the festive season. 37.33% of the respondents choose the store based on proximity to their location, 30.00% based on their previous experiences at the store, 20.67% based on the store's reputation and 12.00% based on recommendations from friends and family.

**TABLE 3.13 SHOWS HOW IMPORTANT GREAT DISCOUNTS AND PROMOTIONS ARE IN RESPONDENT'S DECISIONS TO PURCHASE DEPARTMENT STORE TOURING FESTIVALS**

Particulars	Frequency	Percentage
Very important	66	44.00%
Moderately important	40	26.67%
Slightly important	28	18.67%
Not important	16	10.67%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.13 SHOWING THAT THE RESPONDENTS USUALLY CHOOSE WHICH DEPARTMENTAL STORE TO VISIT DURING THE FESTIVE SEASON**



**INTERPRETATION:**

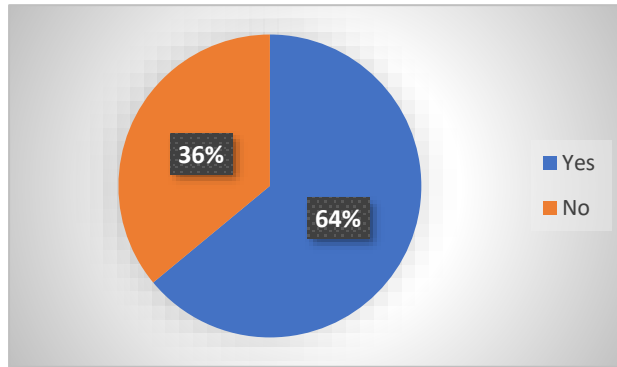
From the above analysis shows the results of a survey on how important great discounts and promotions are in the respondents' decisions to purchase from department stores during festivals. 44% of the respondents consider great discounts and promotions as very important, 26.67% as moderately important, 18.67% as slightly important, and 10.67% as not important.

**TABLE 3.14 SHOWING WHETHER RESPONDENTS OBSERVED ANY CHANGE IN PRODUCT RANGE AND DISCOUNTS OFFERED BY DEPARTMENTAL STORES DURING FESTIVE PERIODS COMPARED TO OTHER TIMES**

Particulars	Frequency	Percentage
Yes	96	64%
No	54	36%
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

**CHART 3.14 SHOWING WHETHER RESPONDENTS OBSERVED ANY CHANGE IN PRODUCT RANGE AND DISCOUNTS OFFERED BY DEPARTMENTAL STORES DURING FESTIVE PERIODS COMPARED TO OTHER TIMES**



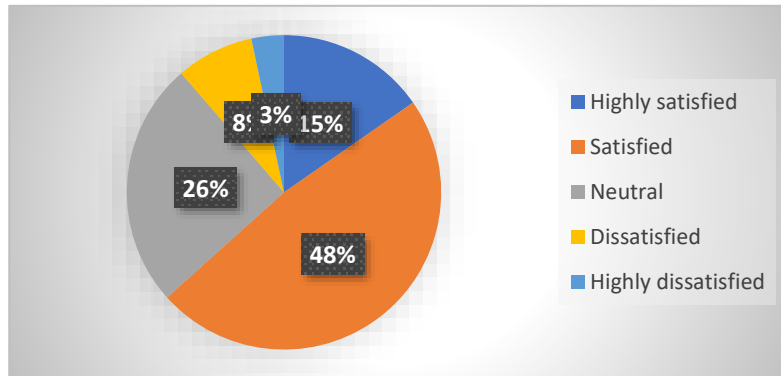
**INTERPRETATION:**

The table shows the results of a survey on whether respondents observed any change in the product range and discounts offered by departmental stores during festive periods compared to other times. 64% of the respondents reported observing a change, while 36% did not observe any change.

**TABLE 3.15 SHOWING LEVEL OF SATISFACTION WITH THE FESTIVE DECORATIONS AND ARRANGEMENTS AT DEPARTMENTAL STORES**

Particulars	Frequency	Percentage
Highly satisfied	23	15.33%
Satisfied	72	48.00%
Neutral	38	25.33%
Dissatisfied	12	8.00%
Highly dissatisfied	5	3.33%
<b>Total</b>	<b>150</b>	<b>100</b>

**CHART 3.15 SHOWING LEVEL OF SATISFACTION WITH THE FESTIVE DECORATIONS AND ARRANGEMENTS AT DEPARTMENTAL STORES**

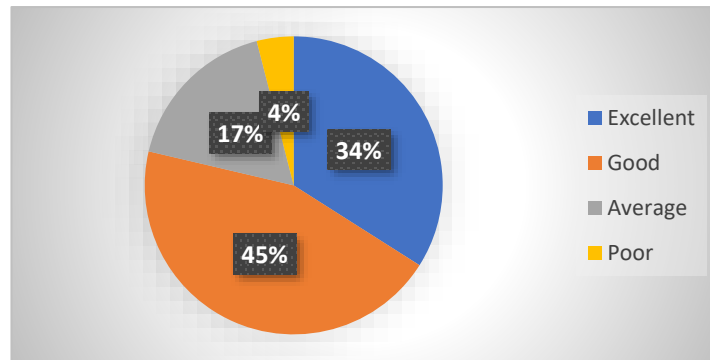


**INTERPRETATION:**

The table shows the level of customer satisfaction with the festive decorations and arrangements at departmental stores. 48% are satisfied, 25.33% are neutral, 15.33% of customers are highly satisfied, 8% are dissatisfied, and 3.33% are highly dissatisfied with the decorations.

**TABLE 3.16 SHOWING CUSTOMER SERVICE PROVIDED BY DEPARTMENTAL STORES DURING FESTIVAL TIMES IN COIMBATORE CITY**

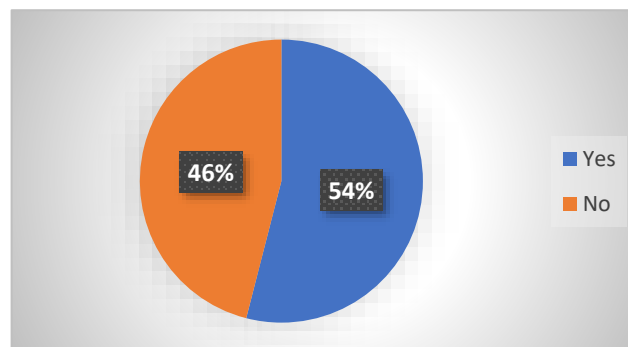
Particulars	Frequency	Percentage
Excellent	51	34.00%
Good	67	44.67%
Average	26	17.33%
Poor	6	4.00%
<b>Total</b>	<b>150</b>	<b>100</b>

**CHART 3.16 SHOWING CUSTOMER SERVICE PROVIDED BY DEPARTMENTAL STORES DURING FESTIVAL TIMES IN COIMBATORE CITY****INTERPRETATION:**

The table shows the results of a customer satisfaction survey conducted in Coimbatore City regarding the customer service provided by departmental stores during festival times. The results indicate that the majority of customers, 44.67%, rated the customer service as "Good". This is followed by 34.00% who rated the service as "Excellent". On the other hand, 17.33% of customers rated the service as "Average" and only 4.00% rated it as "Poor".

**TABLE 3.17 SHOWING WHETHER THE DEPARTMENTAL STORES OFFER ADEQUATE VARIETY OF PRODUCTS DURING FESTIVAL TIMES**

Particulars	Frequency	Percentage
Yes	81	54%
No	69	46%
<b>Total</b>	<b>150</b>	<b>100</b>

**CHART 3.18 SHOWING WHETHER THE DEPARTMENTAL STORES OFFER ADEQUATE VARIETY OF PRODUCTS DURING FESTIVAL TIMES****INTERPRETATION:**

The table presents the results of a survey conducted to determine the extent to which departmental stores offer an adequate variety of products during festival times. According to the results, 54% of the surveyed individuals believe that the stores do offer an adequate variety of products, while 46% believe the opposite.

**RANKING ANALYSIS**

A ranking is a relationship between a set of items such that, for any two items, the first is either '\_ranked lower than' or '\_ranked equal to' the second. Rank is assigned by ordering the data values in ascending order (smallest to largest), then labeling the smallest value as rank 1. Alternatively, Largest value orders the data in descending order (largest to smallest), and assigns the largest value the rank of 1.

**TABLE 3.2.1 TABLE SHOWING RANK THE FACTORS INFLUENCE RESPONDENTS OVERALL SHOPPING EXPERIENCE AT DEPARTMENTAL STORES DURING FESTIVAL TIMES IN COIMBATORE CITY (Responses based on Rank 1 being the least and Rank 5 being the best)**

Particulars	Rank1	Rank2	Rank3	Rank4	Rank5	Total	RANK
Availability of products	31	16	12	40	57	544	1
Festive atmosphere	30	26	40	26	34	476	4
Convenience	28	22	36	35	35	460	5

Customer service	25	30	26	45	30	493	3
Price	20	27	31	35	43	522	2

**INTERPRETATION:**

The table shows the rank of a factors influencing respondents overall experience at departmental stores. The highest satisfaction is quality of product and ranked first, second rank is price, third rank is customer service, 4&5th rank is festive atmosphere and convenience.

**WEIGHTED AVERAGE SCORE METHOD**

A weighted average score takes different scores, or grades, with assigned weights, or percentage. To calculate a weighted average with percentage, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

**TABLE 3.3.1 TABLE SHOWING LEVEL OF SATISFACTION OF CUSTOMERS TO DEPARTMENTAL STORES DURING FESTIVAL TIMES**

Particulars	Highly satisfied	satisfied	Neutral	Not satisfied	Total	Weighted average score	Rank
Quality	56	50	26	24	450	2.88	1
Price	32	39	57	28	387	2.48	5
Availability	60	26	40	30	428	2.74	4
Delivery	55	40	35	26	436	2.79	2
Offers & Discounts	45	52	38	21	433	2.77	3

**INTERPRETATION:**

The table shows the results of a survey conducted in Coimbatore City to determine the level of satisfaction of customers to departmental stores during festival times. The highest satisfaction is quality of product and ranked first other than the price, Availability, Delivery and offers & Discounts.

**4. Findings, Suggestions and Conclusion of The Study****FINDINGS**

The findings of the study on consumer purchasing behavior in departmental stores during festival times with special reference to Coimbatore city are as follows:

1. Majority (47.33%) of the respondents in the 20–30-year age group, which suggests that this age group may be a prime target market for certain products or services. On the other hand, the relatively small percentage of respondents above 50 years may indicate a different target market with different needs and preferences.
2. Majority of the respondents 69.33% are female.
3. Majority of the respondents in the survey are married.
4. Majority 43.33% of the respondents have a graduate degree.
5. Most of the (37.33%) respondents are homemakers
6. Majority 39.33% of the respondents have a monthly income between 25,001 and 50,000
7. Majority of the respondents (30.67%) preferred Shree Kannan Supermarket, indicating its strong reputation for quality products and customer service in Coimbatore city.
8. Majority (34.67%) of the respondents received information about departmental stores through Television advertisements. This information is valuable for understanding the marketing strategies and advertising channels that are being used by departmental stores to reach their target audience.
9. Majority (51.33%) prefer to purchase groceries during festival times. This may be due to the fact that food is an essential item and is required in large quantities during festivals.
10. These results suggest that a significant number of respondents visit departmental stores during the festival season for festive purchases and to avail festive discounts. The results can be used by departmental stores to improve their offerings during festival times and attract more customers.
11. Majority (42%) of the respondents visit departmental stores regularly during festival seasons.

12. Majority (37.33%) of the respondents choose the store based on proximity to their location. This indicates that convenience and ease of access are important considerations for the respondents when choosing a store to visit during the festive season.
13. Majority 44% of the respondents consider great discounts and promotions as very important. This indicates that departmental stores have an opportunity to attract customers by offering great discounts and promotions during festivals.
14. Majority (64%) of the respondents have noticed a difference in the products and discounts offered by departmental stores during festive periods. This could indicate that departmental stores make a conscious effort to cater to the festive season by offering a wider range of products and discounts, which are attractive to customers.
15. Majority (48%) of the respondents are satisfied with the festive decorations and arrangements at departmental stores. This is a positive indication that the decorations are well received by a significant portion of the customers.
16. Majority (44.67%) of customers are satisfied with the customer service provided by departmental stores during festival times in Coimbatore City.
17. Majority (54%) of customers are satisfied with the product variety offered by departmental stores during festival times, however, a significant portion of customers are not satisfied.

#### **RANK METHOD:**

The above rank analysis shows the rank of a factors influencing respondents overall experience at departmental stores. The highest satisfaction is quality of product and ranked first, second rank is price, third rank is customer service, 4&5th rank is festive atmosphere and convenience.

#### **WEIGHTED AVERAGE SCORE METHOD:**

The weighted average method shows the results of a survey conducted in Coimbatore City to determine the level of satisfaction of customers to departmental stores during festival times. The highest satisfaction is quality of product and ranked first other than the price, Availability, Delivery and offers & Discounts.

#### **SUGGESTIONS**

Based on the findings of the study on consumer purchasing behavior in departmental stores during festival times with special reference to Coimbatore city, the following suggestions can be made:

**Emphasize product quality and value for money:** Consumers in Coimbatore city place a high value on product quality and the price-value equation. Departmental stores can leverage this by ensuring that their products meet high quality standards and offering competitive prices.

**Leverage local cultural preferences:** Consumers in Coimbatore city have a preference for locally sourced and traditional products during festivals. Departmental stores can capitalize on this by sourcing and promoting local and traditional products.

**Offer personalized marketing campaigns:** The study found that consumers in Coimbatore city are influenced by personalized marketing campaigns. Departmental stores can use customer data and information to tailor their marketing campaigns to the specific needs and preferences of individual customers.

**Improve the shopping experience:** The study highlights the importance of a positive shopping experience and customer service in shaping consumer behavior. Departmental stores can invest in enhancing the shopping experience by providing good customer service, comfortable shopping environments, and convenient payment options.

**Offer promotions and discounts:** Consumers in Coimbatore city are influenced by festive promotions and discounts. Departmental stores can leverage this by offering attractive promotions and discounts during festival times to drive sales and attract customers.

#### **CONCLUSION**

In conclusion, the study of consumer purchasing behavior in departmental stores during festival times in Coimbatore city offers a comprehensive understanding of the factors that influence consumer decision-making processes. It was found that price, product quality, brand reputation, and availability of products play a crucial role in determining consumer purchasing behavior. The festive season was also observed to drive a significant increase in consumer spending and influence their purchasing behavior.

Furthermore, the study also highlights the role of marketing and advertising in shaping consumer perceptions and driving sales. Consumers in Coimbatore city are found to be influenced by festive promotions and discounts, as well as personalized marketing campaigns. Moreover, the study also sheds light on the importance of a positive shopping experience and customer service in shaping consumer behavior. In terms of consumer preferences, the study found that consumers in Coimbatore city have a preference for locally sourced and traditional products during festivals, as well as for trendy and fashionable products. This highlights the significance of understanding the cultural and social context in which consumers make purchasing decisions.

Overall, the findings of this study provide valuable insights for departmental stores to understand consumer behavior and develop effective marketing strategies to attract and retain customers during festival times in Coimbatore city. This study can also serve as a basis for further research on consumer behavior in this region and can inform the development of targeted marketing strategies for other cities and regions.

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