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# A Study on Customer Attitude towards Multi Brand Retail Shops

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**ABSTRACT:**

Consumers or the customers are valuable assets of any organization as they are the ultimate destination of any products or services. Since, they are the ultimate end users of any product or services, thus the success of any organization depends upon the satisfaction of the consumers, if not they will switch to other brands. Due to this reason, the satisfaction of the consumers becomes priority for any organizations. For satisfying the consumers, one has to know about what consumer buy, why they buy it, when they buy it, how often they buy it and what made them to switch over to other brands. The study also examines the various factors which influence the consumers to attract the retail shops, so I made a survey of customer attitude towards multiband retail shops and got 111 response and got some ideas about the multi brand retail stores, used the analysis of chi-square ,regression and anova for findings.The retail landscape has witnessed significant transformations with the rise of multi-brand retail shops, where diverse product offerings from various brands are housed under a single roof. This literature review synthesizes existing research on customer attitudes towards multi-brand retail shops, shedding light on the factors that shape these attitudes and their implications for retailers

**Keywords:** Consumer behavior, Attract toward multi brand retail shops and consumer switching behavior.

## 1. INTRODUCTION

Consumers or the customers are valuable asset for any organization. Consumer is an individual or group of individual who select purchase use, or dispose of products, services, ideas, or experience to satisfy needs and desires. To understand the buyer decision making process, both individually and in groups. It tries to influence on the consumer from groups such as family, friends, reference groups, and society in general. It studies characteristics of individual consumers such as demographic and behavioral variables in an attempt to understand people's want. Therefore, it should be clear to brand owners that if their brand is not generating brand loyalty then it attracting little loyalty and thus provides a high tendency for consumers switch to other brands. Due to this reason, the satisfaction of the consumers becomes priority for any organizations. The study also examines the various factor which influence Customer Attitude towards Multi Brand Retail Shops.

### 2.1 OBJECTIVES OF THE STUDY

- ❖ To find out the most preferred promotion programs
- ❖ To analysis the product reach towards customer perception
- ❖ To analysis the satisfaction level of customers experience while shopping

### 2.2 NEED FOR THE STUDY

It is believed that the findings of this study will be of immense help to stand alone from other retail shops and marketers in the following ways.

- It will enable the producers to identify the factors that will give rise to multi-brand switching among consumers.

- It will expose the importance of continuous consumer's research and market monitoring in an expanding and increasingly competitive consumer market.

- The study will also help brand owners to develop marketing strategies which will enable them reduce the impact of multi-brand switching by repositioning their products to attain loyalty.

### 2.3 SCOPE OF THE STUDY

This research study has a wider scope. It covers various aspects. They are as follows:

- It helps to identify the preference of consumers in the prefect market area.

- It shows us which leading multi-brand retail shop.

- It shows that the various reasons for selection of multi-brand retail shop.

## *2.4 LIMITATIONS OF THE STUDY*

- The survey has been conducted only on 111 respondents.

- The area of survey is conducted only in Chennai.

- In the search, some of the respondents are not giving the proper data asked in the questions.

- Hence projection of the result is the entire population of result in the entire population may give effective conclusion.

## 3. REVIEW OF LITERATURE:

A number of studies have been conducted in the field of retail. Researchers from all part of the world have contributed through their studies on various areas specific to retail. The developing markets are able to absorb all types of organised retailers be it global giants like Wal-Mart or small domestic players. The efforts of  potential investors importantly the government has to make it happen **(Misra& Khan, 2008).** Research studies could be found in the area of impact of organised retail, private brands, category management, success factors for organised retail, brand loyalty, service quality, store location, innovation in retailing, etc**.(Aggarwal, 2008).**The present consumption and spending patterns in Indian retail market is driven by the young population in India **(Krishnan&Venkatesh, 2008).** Researchers earlier have found that the cost acquiring new customers is far more than retaining the existing ones. Marketing literature, consistently advocates that customer satisfaction is a antecedent to loyalty and repurchase behaviour**(Seisders, 2005).**

## 4. RESEARCH METHODOLOGY

### *4.1 RESEARCH DESIGN:*

"Research design is a plan, structure and strategy of investigations to obtain answer to the research questions". Research methodology refers to the practical "how" of any given piece of research specifically; it's about how research systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

### *4.2TYPE OF RESEARCH:*

 In this study follows descriptive research, this defines as a research method that describes the characteristics of the population or phenomenon studied. It allows easy analysis of non-quantified research problem by implementing the qualitative methods. It is uses easy research methods such as observation, where the researcher may or may not participate in the activities that are ongoing in a particular target group.

### *4.3 DATA FOR STUDY:*

The study depends on both primary as well as secondary data. The primary data has been collected from the general public. The secondary data has been collected from journals, magazines, websites and annual reports.

### *4.4 TARGET RESPONDENTS:*

A sample of 111 respondents was taken into consideration for my study and required data has been collected.

### *4.5 SAMPLING METHOD*

One of the best probability sampling techniques that's helps in saving time and resources, is the Simple Random Sampling method. A Simple Random Sampling is a randomly selected subset of the population. Where each member of the population has an equal of being selected chances.

### *4.6  DATA PROCESSING*

### *4.6.1 PRIMARY DATA*

Primary data are collected from the source where the data originally originates from and are regarded as the best kind of data in research. In this study questionnaire has been used to collect primary data. In this study the primary data will be collect using structured questionnaire.

### 4.6.2 SECONDARY DATA

Secondary data is the data that have been already collected for another purpose but has some relevance to a current research need. In this study secondary data are collected from the feedbacks filled by the employees. The secondary data for this study was obtained from internal sources.

### 4.7 TOOLS FOR ANALYSIS

**Percentage analysis:** Percentage analysis, defines that basic statistical tools are widely used in analysis and interpretation of primary data. Percentage analysis deals with the number of respondent's response to a particular question are percentage arrived from the total population selected for the study.

**Chi-square analysis:** The Chi-Square test is a statistical procedure used by researchers to examine the differences between categorical variables in the same population. The Chi-Square test is most useful when analysing cross tabulations of survey response data.

**Regression analysis:** Regression analysis is a statistical technique used has examined for finding relationship between one or more independent variables and a dependent variable. The goal of regression analysis is to understand how changes in the independent variables are associated with changes in the dependent variable and to make predictions based on this relationship.

**Anova analysis:** ANOVA (Analysis of Variance) is a statistical method used to analyse the differences among the means of two or more groups. It's a powerful tool for comparing means and determining whether there are statistically significant differences between those means. ANOVA is particularly useful when you have more than two groups to compare
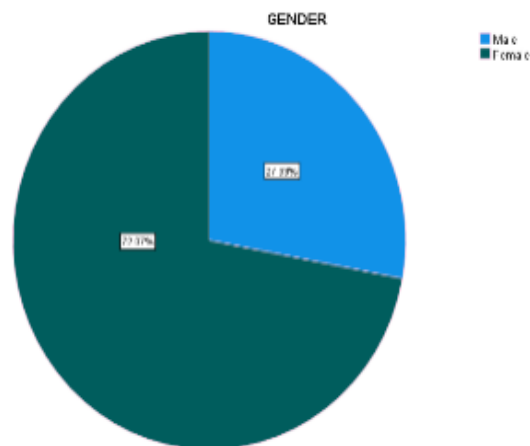
## 5. DATA ANALYSIS AND INTERPRETATION

### 5.1 PERCENTAGE ANALYSIS

### 5.1.1 Percentage analysis for gender of the respondent

Table 1

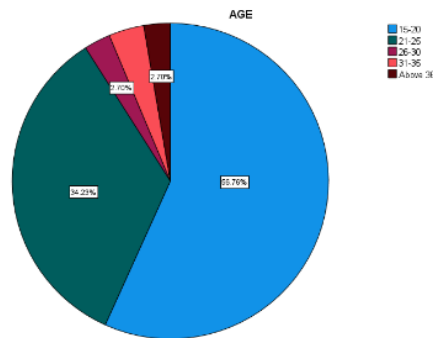| GENDER | | | | | |
|--------|------|-----------|---------|---------------|-------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 31 | 27.9 | 27.9 | 27.9 |
| | Female | 80 | 72.1 | 72.1 | 100.0 |
| | Total | 111 | 100.0 | 100.0 | |



**Inference:** Incorporating gender-related questions in research allows for a more comprehensive understanding of a wide range of topics. As the table shows that most of respondents are female with percentage of 72.07% as shown in the pie chart.

*5.1.2 Percentage analysis for age of the respondent*

Table 2

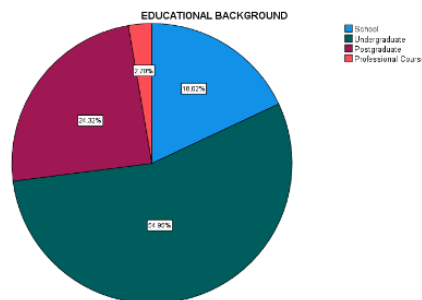| AGE | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 15-20 | 63 | 56.8 | 56.8 | 56.8 |
| | 21-25 | 38 | 34.2 | 34.2 | 91.0 |
| | 26-30 | 3 | 2.7 | 2.7 | 93.7 |
| | 31-35 | 4 | 3.6 | 3.6 | 97.3 |
| | Above 36 | 3 | 2.7 | 2.7 | 100.0 |
| | Total | 111 | 100.0 | 100.0 | |



**Inference:** Age is a fundamental demographic variable that can significantly influence various aspects of human life, behaviour, and experiences.. As the table shows the majority of the respondent are at the age between 15-20 years.

*5.1.3 Percentage analysis for educational qualification*

Table 3

| Frequency | | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| School | 20 | 18.0 | 18.0 | 18.0 |
| Undergraduate | 61 | 55.0 | 55.0 | 73.0 |
| Postgraduate | 27 | 24.3 | 24.3 | 97.3 |
| Professional Course | 3 | 2.7 | 2.7 | 100.0 |
| Total | 111 | 100.0 | 100.0 | |



**Inference:** Educational qualification is a key demographic variable that provides insights into an individual's knowledge, skills, and socioeconomic background. As the data shows that 54.95% respondent has an educational background as Undergraduate.

### 5.1.4 Percentage analysis for occupation of the respondent

Table 4

| OCCUPATION | | | | |
|---|---|---|---|---|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Student | 80 | 72.1 | 72.1 | 72.1 |
| Employee | 23 | 20.7 | 20.7 | 92.8 |
| Businessman | 2 | 1.8 | 1.8 | 94.6 |
| Homemaker | 6 | 5.4 | 5.4 | 100.0 |
| Total | 111 | 100.0 | 100.0 | |
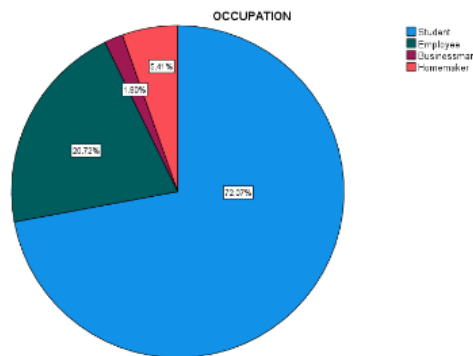


**Inference:** Occupational information can provide valuable insights into various aspects of an individual's life, behaviour, and society as a whole. As the table shows most of the respondents are students. 20.72% respondents were employed.

### 5.1.5 Percentage analysis for the income of the respondent

**Table 5**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Below 25000 | 88 | 79.3 | 79.3 | 79.3 |
| 26000-35000 | 14 | 12.6 | 12.6 | 91.9 |
| 36000-45000 | 6 | 5.4 | 5.4 | 97.3 |
| Above 56000 | 3 | 2.7 | 2.7 | 100.0 |
| Total | 111 | 100.0 | 100.0 | |
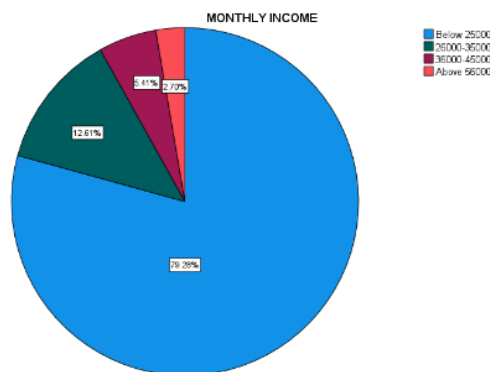


**Inference:** Studying income-related questions in research helps understand various aspects of economic inequality, social mobility, and the distribution of wealth. As the pie chart shows that 79.28% of respondent's income were below 25000.

### 5.2 Anova analysis:

To find out the significant difference between the kind of promotion and often.

**Ho:** There is no significance difference between how kind of promotion and often

**H1:** There is significance diference   between the kind of promotion and often.

| ANOVA | | | | | |
|---|---|---|---|---|---|
| How often do you visit multi-brand retail showrooms? | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 7.900 | 4 | 1.975 | 2.772 | .031 |
| Within Groups | 75.523 | 106 | .712 | | |
| Total | 83.423 | 110 | | | |

**Inference:** From the above table, we find that the significant value is 0.031, which is less than table value 0.05, so the Null hypothesis is rejected and Alternative hypothesis is accepted. Therefore, there is a significance difference between the factors and gender of the people.

*5.3 Chi-square analysis :*

To find out the association between the factors and gender of the people.

**Ho:** There is no significance association between the   influence factors and gender of the people.

**H1:** There is significance association   between the    influencing   factors and gender of the people.

## Test Statistics

| | GENDER | What factors influence your decision to visit multi-brand retail showrooms? |
|---|---|---|
| Chi-Square | 21.631[a] | 29.315[b] |
| df | 1 | 4 |
| Asymp. Sig. | <.001 | <.001 |

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.5.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.2.

**Inference:** From the above table, we find that the significant value is 0.001, which is less than table value 0.05, so the Null hypothesis is rejected and Alternative hypothesis is accepted. Therefore, there is a significance association between the factors and gender of the people.

*5.4 Regression analysis*

To find out the impact of overall satisfaction and price, location, quality, customer service.

**Ho:** There is no impact of satisfaction towards price, location, quality, customer service on overall shopping exp.

**H1:** There is a no impact of satisfaction towards price, location, quality, customer service on overall shopping exp.-

| ANOVA [a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 20.509 | 4 | 5.127 | 10.734 | .000[b] |
| | Residual | 49.675 | 104 | .478 | | |
| | Total | 70.183 | 108 | | | |
| a. Dependent Variable: How 4 are you with the overall shopping experience at the multi-brand retail showroom? | | | | | | |
| b. Predictors: (Constant), How 4 are you with the 3 offered at multi-brand retail showrooms?, How important is the 2 when visiting multi-brand retail showrooms?, How 4 are you with the customer service provided at multi-brand retail showrooms?, How important is the 4 offered at multi-brand retail showrooms? | | | | | | |

| Coefficients [a] | | | | | | |
|---|---|---|---|---|---|---|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.600 | .271 | | 5.907 | .000 |
| | How offered at multi-brand retail showrooms | .002 | .070 | .002 | .023 | .981 |
| | How you with the customer service provided at multi-brand | .222 | .073 | .292 | 3.030 | .003 |
| | How important is the when visiting multi-brand retail | .134 | .069 | .178 | 1.934 | .056 |
| | How 4 are you with the 3 offered at multi-brand retail showrooms? | .204 | .081 | .246 | 2.532 | .013 |
| a. Dependent Variable: How 4 are you with the overall shopping experience at the multi-brand retail showroom? | | | | | | |

**Inference:** From the above table, we find that the significant value is 0.13, which is greater than table value 0.05, so the Null hypothesis is accepted and Alternative hypothesis is rejected. Therefore, no significance difference between the overall satisfaction and price, location, quality, customer service.

## 6. Findings

As the table shows that most of respondents are female with percentage of 72.1% as shown in the pie chart. As the table shows the majority of the respondent are at the age between 15-20 years. As the data shows that 54.1% respondent has an educational background as Undergraduate. As the table shows most of the respondents are students. 20.7% respondents were employed. As the pie chart shows that 79.28% of respondent's income were below 25000. As the data shows nearly 54.1% of the respondents will you visit multi-brand retail showrooms. As the table shows that 33% of the respondents thinks to visit multi-brand retail showrooms for Availability of projects.

## 7. Suggestions

Understanding and influencing customer attitudes towards multi-brand retail shops requires a strategic approach that takes into consideration various aspects of the shopping experience. Here are some suggestions to consider Remember, building a positive customer attitude towards multi-brand retail shops requires a consistent and holistic approach that aligns with customer needs and expectations. Regularly evaluate your strategies and adapt them based on customer feedback and changing market trends.

## 8. Conclusion

In conclusion, understanding and influencing customer attitudes towards multi-brand retail shops are integral to establishing a thriving and customer-centric business. By adopting a strategic and comprehensive approach, retailers can create an environment that resonates with consumers and encourages repeat visits. Personalization, product variety, store design, customer service, and digital integration collectively contribute to an enhanced shopping experience. Engaging customers through exclusive offers, community events, and ethical considerations fosters brand loyalty and a sense of belonging.

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