



## A study on customers' attitude towards localised departmental stores in Coimbatore city

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### Abstract

This paper attempts to analyze the Customers attitude towards localised departmental stores in Coimbatore. Departmental store is a small or medium or big retail trading organization. Their main objective was targeting consumers with average household incomes. The Study aims to find out the existing practices of customers regarding purchasing in the Localized Departmental Stores and to study the customer ideas, opinion and preference towards making purchase in the Localized Departmental Stores and also to study the level of customer satisfaction towards the services of the Localized Departmental Stores. For the purpose of the questionnaire was framed and the data was collected from 500 respondents and analysis was done using Chi Square and Average Rank.

**Keywords:** customers, attitude towards, departmental stores

### Introduction

There are several types of retail outlets in India such as, Departmental stores, Discount stores, Supermarket, Warehouse stores, Mom and Pop store(also called kirana store in India), Speciality stores, Malls, E-tailers and Doller stores. The Departmental Stores are retail units that carry a wide and detailed assortment of merchandise. Thus, Departmental store is a small or medium or big retail trading organization. Their main objective was targeting consumers with average household incomes.

### Objectives of the Study

To study the existing practices of customers regarding purchasing in the Localized Departmental Stores.

To study the customer ideas, opinion and preference towards making purchase in the Localized Departmental Stores.

To study the level of customer satisfaction towards the services of the Localized Departmental Stores.

### Methodology used in the Study

Area of the study refers to Coimbatore city. The study has used primary data which is collected from 500 customers of the Localized Departmental Stores in Coimbatore city. For the purpose of the study Chi-square analysis, Weighted average rank analysis was used. All the statistical tests are conducted at 5% level of significance.

### Review of Literature

Kuberudu Burlakanti and Romala Vijaya Srinivas (2013) <sup>[1]</sup> conducted an analytical study which dealt with the emerging issues of various formats of organized and unorganized retail stores with special reference to Kakinada city. Ramesh Kumar Chaturvedi (2013) <sup>[2]</sup> in his research focused to give a specific answer to what in-store factors favourably influence impulse buying that retailers could use to their advantage.

### Analysis

The chi-square test is used to test the independence of two attributes. The results are presented with suitable hypothesis

and relevant interpretation. The average rank analysis is used to assess the priority of the different category of respondents on the various aspects relating to the study. Results are presented in different tables with suitable interpretation.

### Chi Square Analysis: Hypothesis

The personal factors have no significant influence on the source of awareness about localized departmental stores, on the media of awareness of the localized departmental stores and on the frequency of shopping at localized departmental stores.

Table 1 describes the results of chi-square analysis in terms of personal factors, chi-square values, p-values and their significant influence on the media of awareness of the localized departmental stores, on the sources of awareness about localized departmental stores and on the frequency of shopping at localized departmental stores. It is found from the table 1 that the hypothesis is rejected (significant) in only one case and in other cases the hypothesis is accepted (not significant). It is concluded that the occupational status of the respondents has significance influence the source of awareness about the localized departmental stores, that all the personal factors have no significant influence on the media of awareness of the localized departmental stores and all the personal factors have no significant influence on the frequency of shopping at localized departmental stores.

Average rank analysis is presented for the respondents under different personal classification on their priorities towards the factors influencing the purchase decision. The factors considered are Quality - A1, Quantity - A2, Price - A3, Convenience - A4, Door delivery - A5, Freshness - A6, Special offers - A7, Packaging - A8. It is found from the table 2 that the respondents irrespective of their personal classifications have given top priority to convenience (A4) as the important factor followed by Quality (A1) and Quantity (A2) to purchase in the localized departmental stores. It is concluded that the majority of respondents have given high priority to convenience factor that influence the purchase in the localized departmental stores.

**Table 1:** CHI Square Analysis

Source of Awareness	Frequency of Shopping			Media of Awareness		
	Chi Sq	P	S/NS	Chi Sq	P	S/NS
Gender	7.181	0.066	NS	1.845	0.605	NS
Age	3.997	0.912	NS	6.982	0.639	NS
Educational level	5.036	0.957	NS	7.872	0.795	NS
Occupational status	28.376	0.019	S	18.849	0.221	NS
Marital status	3.449	0.327	NS	1.733	0.630	NS
Type of family	1.613	0.656	NS	1.034	0.793	NS
Family size	8.829	0.453	NS	6.154	0.724	NS
Number of earning members in the family	3.371	0.761	NS	1.185	0.978	NS
Family monthly income	12.146	0.205	NS			
Nature of residential location	3.17	0.787	NS			

**Note:** S-Significant at 5% level (p-value ≤0.05) NS- Not significant (p-value ≥0.05) PV - Personal Factors, Chi Sq - Chi Square Values, P - p Values, S/NS - Significant / Not Significant

**Table 2:** Average Rank

Personal Factors		A1	A2	A3	A4	A5	A6	A7	A8
Gender	Male	AR 2.29	3.01	3.79	1.93	4.72	3.29	5.65	5.15
	Female	AR 2.33	3.08	3.97	1.84	4.48	3.21	5.67	5.21
Age	Below 20	AR 2.27	2.79	3.65	1.99	4.27	3.18	5.37	4.81
	20 - 40	AR 2.33	3.07	3.90	1.84	4.73	3.31	5.75	5.25
Olllk	40-60	AR 2.32	3.21	3.98	1.98	4.41	3.18	5.57	5.32
	60 and above	AR 2.13	2.75	4.00	1.75	4.31	2.75	5.50	4.56
Educational Level	No formal Education	AR 2.33	3.24	4.11	1.87	4.73	3.25	5.95	5.25
	School Level	AR 2.24	2.97	3.79	2.06	4.60	3.37	5.67	5.37
	College Level	AR 2.35	3.06	3.88	1.93	4.60	3.22	5.69	5.16
	Professional Qualification	AR 2.27	2.99	3.86	1.71	4.58	3.25	5.52	5.08
Occupational Status	Others	AR 2.50	3.00	4.00	1.50	1.51	2.00	4.50	5.50
	Agriculture	AR 2.44	2.98	3.76	1.89	4.36	3.00	5.24	4.93
	Public Sector	AR 2.33	2.74	3.93	1.85	4.19	3.04	5.56	5.07
	Private Sector	AR 2.33	3.06	4.07	1.84	4.90	3.26	5.88	5.42
	Business / Professional	AR 2.32	3.10	3.59	1.87	4.49	3.24	5.32	5.00
	Home Maker	AR 2.22	3.29	4.57	2.00	4.73	3.42	6.22	5.70
Others	AR 2.29	2.85	3.30	1.86	4.28	3.26	5.40	4.63	

**Conclusion**

Departmental store is one of the important retail outlet from where the customers buy goods to a greater extend. Localized departmental stores being a part of the retail outlet enjoy similar advantage to that of actual departmental stores though they are not bigger in size or volume. It is always the choice of customers in choosing the store for purchase, but, that do not happen randomly but it happens selectively if not systematically. In this context, it is imperative that only those stores which provide the goods and services at the choice of customers be successful in their business. Therefore, it is important that these retail stores should always be customer centric so that they able to market their products without any problem, being any format of retail stores.

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