

A Study on Consumer's Attitude and Opinion on Services Offered by Drp Artmrnt Ai. Stores in Coimbatore City

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Abstract

The present study seeks to examine the attitude of 30 respondents, about the services offered by departmental stores. The respondents were selected by convenience sampling in Coimbatore city of Tamil Nadu. The relevant data on awareness about departmental stores, factors considered in selecting,

buying behavior and consumer's opinion on the services rendered by departmental stores were collected with the help of a structured questionnaire. Majority of the consumers prefer to buy in the departmental stores due to the availability of all the products under a single roof. Majority of the respondents prefer to buy the products once in a month, mostly from Kannan Departmental Stores. The chi-square analysis shows that the study factors of the respondents have significant influence over the consumer's attitude towards departmental stores. The Analysis of Variance (ANOVA) shows that there is significant difference between the personal factor and their opinion about services offered by departmental stores.

Introduction

Marketing is the performance of business activities that direct the flow of goods and,

services from producer to consumer or user to satisfy customers and accomplish the firm's objectives. Marketing is the crucial deciding point at which activities of an organization meet the approval or disapproval of customers from every walk of life. Marketing function of a firm begins with planning the product to suit the needs of its customers.

In the modern marketing era, whatever may be the product, the customer is the boss. The marketer should pay more attention towards customer satisfaction. If the degree of customer satisfaction is more, the customers will recommend others to purchase from the same organization. It will increase the reputation and sales volume of the producer. The retail industry touches our lives and as end consumers the industry provides us with the products or services that we need. The basic principle of retailers is that they deal with an assortment of goods to cater to the needs of customers. A retailing mix is the package of goods and services that a store offers to the consumer for sale.

Gone are the days where the consumer went in search of materials from shop to shop. Today the consumers are in direct contact with the sellers to have access to goods. Consumers

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consider buying as a pleasurable experience. They would like to see, touch and feel the commodities that attract them and help them buy. To be intended with the Psychology of the consumers, many organizations have converted 'purchase' a living experience. The departmental stores were started at strategic places. The external factors such as advertising, sellers' promotion, discount facilities, personal selling, and differences in product formulation induce the consumer to buy the product.

Statement of Problem

Departmental stores are providing various goods and services to the consumers belonging to different segments. The way in which the products are exhibited and arranged, attracts the people. The customer looks for relaxation too while indulging in purchase and enhance number of cafeteria have been attached to the stores. The consumers are able to make the products choice and understand the intensive values. With the increasing introduction of new departmental stores, the market has become a highly competitive one. Consumers play an important role in deciding the growth and life of departmental stores. Hence this study on consumer's attitude on departmental stores and their opinion on services of these stores have become significant factors for a study and analysis.

Objective of the study

The following are the broad objectives of the study

- To study the awareness about the departmental stores.
- To identify the factor considered in selecting the departmental store.
- To study the buying behavior in the departmental stores.
- To study the consumers opinion on the services rendered by the departmental stores.

Materials and Methods

The present study seeks to examine the opinion of 130 customers about the awareness of departmental stores, factors considered in selecting, buying behavior and consumer's opinion on the services rendered by the departmental stores. Non-Probability sampling procedure with convenience sampling method was adopted in selecting the respondents from Coimbatore city in Tamil Nadu. A structured questionnaire was administered to collect the necessary data.

Tools for analysis

- Percentage
- analysis Garrett's
- ranking technique
- Chi-Square
- analysis and
- ANOVA.

Results and Discussion

The findings of the study are presented in the following paragraphs.

General Profile

Table No 1 : General profile of the respondents

Factors	Classification	Number of respondent	Percentage
Age group	Below 25 years	47	36
	26 – 35 years	48	37
	36 – 45 years	15	12
	Above 45 years	20	15
Sex	Male	46	35
	Female	84	65
Marital status	Married	64	49
	Unmarried	66	51
Educational Qualification	School level	6	5
	Graduate	78	60
	Post-graduate	37	28
	Professional	9	7
Occupation	Business	46	35
	Employed	59	45
	Agriculture	16	12
	Professional	9	8
Income level	Below Rs.5000	15	11.5
	Rs.5000 – Rs.6000	25	19
	Rs.6000 – Rs.7000	20	15
	Above Rs.7000	70	54.5
Number of Members in the family	Up to 2 members	6	5
	2 – 3 members	24	18
	3 – 4 members	67	52
	More then 4 members	33	25

The Table No.1 shows the general profile of the respondents. Out of the 130 respondents taken for the study, 37 per cent of them belonged to the group of 26-35 years, 65 percent of them are females and 51 percent of them are married. As regards educational qualification, 60 percent are graduated and 45 per cent are employed. 54.5 percent of the respondents are having a monthly income of above Rs.7000, 52 per cent of the respondents have 3 to 4 members in their family.

Awareness and Preference towards Departmental Stores

Table No.2 : Awareness and preference towards departmental stores

Factors	Classification	Number of respondent	Percentage
Awareness of Departmental stores	Advertisements	31	24
	Friends and Relatives	92	71
	Other media	7	5
Preference of Departmental stores	Variety	57	44
	Reliability	12	9
	Price factor	11	8
	Convenience	50	39
Departmental Stores in which Respondent purchase	Kannan departmental stores	64	49
	Nilgiris departmental Stores	26	20
	Subhiksha	10	8
	Food world	10	8
	Kamala stores	12	9
	Selvasingh departmental stores	8	6
Frequency of purchase	Daily	-	-
	Weekly	29	22
	Twice in a month	35	27
	Monthly	66	51
Item preferred to purchase	Grocery	28	22
	Cosmetics	13	10
	Cafeteria	3	2
	Sugar	2	1
	Oil	3	2
	Rice	5	4
	Toiletry items	6	5
	Fancy items	13	10
	Vegetables	8	6
	All the above	49	38
Mode of purchasing	Cash	111	85
	Credit cards	19	15

The Table No.2 shows the respondents awareness and preference towards departmental stores. 71 per cent of the respondents are aware of the functioning of the departmental stores through friends and relatives. 44 percent of the respondents prefer to shop in the departmental stores for different varieties of products offered under one roof. 49 percent of the respondents prefer to purchase products in Kannan Departmental Stores. 51 per cent of the respondents are visiting departmental stores once in a month only. 38 percent of the respondents prefer to buy all the items in the departmental stores and 28 per cent have preferred to buy grocery items. 74 per cent of respondents are making their purchases through cash.

Opinion about the services of Departmental Stores

Table No.3 : Opinion about services

Factors	Classification	Number of respondent	Percentage
Opinion about price	High	23	18
	Moderate	96	74
	Cheaper	11	8
Information about New arrival	Highly satisfied	49	38
	Satisfied	65	50
	Not satisfied	16	12
Offering discounts using festival time	Highly satisfied	31	24
	Satisfied	76	59
	Not satisfied	23	18
Parking facility	Highly satisfied	36	28
	Satisfied	55	42
	Not satisfied	39	30
Display of product	Highly satisfied	55	42
	Satisfied	69	53
	Not satisfied	6	5
Billing at counters	Highly satisfied	49	38
	Satisfied	60	46
	Not satisfied	21	16
Packing of goods	Highly satisfied	45	34
	Satisfied	82	64
	Not satisfied	3	2

Factors	Classification	Number of respondent	Percentage
Home delivery	Highly satisfied	40	31
	Satisfied	75	58
	Not satisfied	15	11
Attitude of employees	Excellent	11	8
	Good	62	48
	Average	48	37
	Poor	9	7

The respondents' opinion about the services of departmental stores is given in the Table No.3. 74 per cent of the respondents feel that the price is moderate, whereas 50 per cent of the respondents opined that they are satisfied with the information given about the new arrivals. 59 per cent of the respondents are satisfied about the discounts offered during festival times. 42 per cent of the respondents are satisfied with the parking facility. Regarding the display of products, 53 per cent of the respondents are satisfied and 42 per cent are highly satisfied. 46 per cent of the respondents are satisfied with the billing counters which they consider adequate. 64 per cent of the respondent opined that they are satisfied with the packing of goods. 58 per cent of respondents are satisfied with the home delivery of goods. 48 per cent of the respondents feel good about the attitude of the employees in departmental stores and 37 per cent opined that the services are average.

Ranking of Factors considered in selecting a Departmental Stores

Table No.4 : Ranking of the factors considered in selecting

Factor /Rank		1	2	3	4	5	6	7	Total	Rank
Location(X1)	Score NoX ₁ f ₁	78191482	66241584	57321824	50211250	4319817	359315	226132	7204	III
Packing(X2)	NoX ₂ f ₂	4312	10660	271539	301500	18774	341190	7154	6129	V
Price (X3)	NoX ₃ f ₃	251950	412706	201140	201000	14602	5175	5110	7683	II
Quality (X4)	NoX ₄ f ₄	705460	291914	13741	7350	10430	00	122	8917	I
Reputation (X5)	NoX ₅ f ₅	5390	9594	9513	14700	26118	421470	25550	5335	VI
Quick Services(X6)	NoX ₆ f ₆	5390	13858	201140	311550	351505	196650	7154	6262	IV
Attending to complaints(X7)	NoX ₇ f ₇	2156	3198	9513	7350	9387	22770	781716	4090	VII

The Table No. 4 describes the Garrett's ranking given by the respondents for the factor considered in selecting a particular departmental store. It is found from the above table that the respondents have given top priority for quality of the products, and then second priority for price, location has been placed as the third important factor, whereas quick services rendered have ranked fourth. Packing of goods has taken the least attention as compared to quality and price. However 'Reputation' and 'Attending to Complaints' have been only on low priority list in general

Ranking of reasons for purchasing in the Departmental Stores

Table No.5 : Ranking of the reasons for purchasing

Reason /Rank		1	2	3	4	5	6	7	8	Total	Rank
Quality (X1)	Score	8036	6736	6022	5323	475	404	324			
	NoX ₁ f ₁	2880	2412	1320	1219	235	160	128	2000	8354	II
Economy (X2)	No	75	11	321	201	231	124	61	193		
	X ₂ f ₂	60	737	920	060	081	80	92	80	6410	IV
All Commodities at one place (X3)	No	655	201	137	157	41	52	51			
	X ₃ f ₃	200	340	80	95	88	00	60	360	8723	I
Discount Facility (X4)	No	43	117	106	241	291	291	165	71		
	X ₄ X ₄	20	37	00	272	363	160	12	40	6104	V
After sales Services (X5)	No		53	74	73	221	218	391	295		
	X ₅ f ₅	00	35	20	71	034	40	248	80	4828	VIII
Working hours (X6)	No	32	74	106	94	167	271	288	306		
	X ₆ f ₆	40	69	00	77	52	080	96	00	5114	VII
Home delivery(X7)	No										
	NoX ₇ f ₇	7560	151005	12720	211113	13611	18720	21672	23460	5861	VI
Varieties in Each Item/commodity(X8)	No	86	251	251	126	177	135	113	193		
	X ₈ f ₈	40	675	500	36	99	20	52	80	6502	III

The Table No. 5 describes the Garrett's ranking given for the choice of the reasons of the respondents while purchasing in the departmental stores. It is found from the table that the respondents have given the reason of availability of all the commodities at one place as ranking first, Quality of the products offered by the departmental store has been ranked second, the varieties in each commodity has been ranked third, and Economy has been ranked fourth. It can be inferred that the availability of variety of products for a wide choice available under a single roof has been considered most important by the respondents.

Study Factor and Customer Attitud towards Departmental Stores application of Chi-square

Table No. 6 : Study factor and customer attitude

S.No	Factors	Chi-square value	Chi-square table value	Significant /Not significant
1	Reason for preferring Dept stores	55.046	7.815	Significant
2	Awareness	83.631	5.991	Significant
3	Reasons for preferring Specific departmental stores	109.077	11.070	Significant
4	Frequency of purchase	18.200	5.991	Significant
5	Respondents opinion About price	5.680	5.991	Not Significant

Hypothesis

The study factor of the respondents have no significant influence over the customer attitude toward departmental stores.

It is evident from the Table No. 6 that the hypothesis is rejected (significant) in cases of reasons for preferring departmental stores, awareness, reason for preferring specific departmental stores and frequency of purchase. In case respondents' opinion about the price, the hypothesis is accepted (Not significant),

Personal Factor and Opinion about Services in Departmental Stores Application of Anova

Hypothesis

There is no significant difference between the personal factor and their opinion about

services in departmental stores. The factors considered in the study are classified into two groups. The first group contains personal factors namely.

- Age
- Educational Qualification
- Occupation and
- Monthly Income

The second group contains study factor namely opinion about services offered in departmental stores.

The factors in each group are compared with the factors in the other groups and ANOVA test is applied and the results are given in the table with suitable interpretation.

Table No. 7 : Personal factor and opinion about services in departmental stores – ANOVA

S.No	Personal factor	ANOVA Value	ANOVA Table Value	Significant /Not significant
1	Age	0.618	2.60	Significant
2	Educational qualification	0.781	2.60	Significant
3	Occupation	0.485	2.60	Significant
4	Monthly income	0.358	2.60	Significant

It is concluded that the all the above personal factors have significant influence over the opinion about the services in the departmental stores.

Conclusion

The study on the attitude of the customers of the departmental stores have revealed certain basic qualities of the purchases made by the customers depending on different parameters, have been summarized herein : the respondents who had preferred shopping in the departmental stores were both married and unmarried, educated with graduation, in the age group of 26 to 35 years and employed with an income ranging above Rs 7000/- p.m showing that the pattern of purchase have been mostly one time under a single roof. The respondents are aware of the operations of the departmental stores through their friends and relatives, and they prefer shopping in the departmental stores to enjoy the choice of different varieties of products offered under a single roof, were the purchase is made at least once in a month, generally the consumers prefer to pay cash though a small segment uses cred it cards.

The respondents feel that the price, arrival of the new products, various discounts offered,

parking facilities, display of products, billing at counters, packing etc are quite satisfactory. Thus it can be inferred that the buyers departmental purchases more then the retail shops.

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