
A STUDY ON CUSTOMER PURCHASE PATTERN, SATISFACTION TOWARDS SHRI KANNAN DEPARTMENTAL STORES IN COIMBATORE CITY

Article Particulars

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Abstract

Kannan departmental stores supplies durable goods, i.e., automobiles, books, household goods (home appliances, consumer electronics, furniture, tools, etc.), sports equipment, jewelry, medical equipment, firearms, and toys, and nondurable goods include fast-moving consumer goods such as cosmetics and cleaning products, food, condiments, medication, office supplies, packaging and containers, paper and paper products, personal products, rubber, plastics, textiles, clothing, and footwear. There is a strong competition among other supermarkets in the Coimbatore city. In this context, it is essential for a firm to understand the consumers, their satisfaction level, buying pattern and competitors position in the market. Information on customer satisfaction and comparison will be helpful for formulating the policies, procedure and marketing strategies. Hence, a study has been undertaken to examine satisfaction level and purchase pattern in the Coimbatore city.

Keywords: Consumer Satisfaction, Purchase Behaviour, Competitors position.

Introduction

Shri Kannan Departmental store was started at Erode named as Sangeetha Shopping Centre in the year 1985. Due to good principles of business and service mindedness a Mega Departmental Store was started in the year 1999 under the name as "**Shri Kannan Departmental Store (P) Ltd.**," (as SKDS). Shri T. Thanushgaran is Chairman cum Managing Director of Shri Kannan Departmental store. **SKDS** has branches in all parts of Tamilnadu and presently operating 22 Departmental Stores of Various sizes. SKDS Group Annual Turnover is around Rs. 370 Crores for the last financial year. And it has strong and committed human resource of around 2500 People.

Review of Literature

S.P.Thenmozhi and D.Dhanapal, (2011) Retail Service Quality factors like Store Merchandise, Access, Problem solving, and Personal Interaction have a significant impact on customer satisfaction and factors like Problem Solving and Personal Interaction have a significant impact on customer loyalty in retail outlets.

S.P. Thenmozhi, and D. Dhanapal. (2011) Unorganised Retailing in India – A Study on Retail Service Quality. *European Journal of Social Sciences* 23(4): 68-75

Deepika Jhamb, Dr (Ms) Ravi Kiran (2012) his article titles 'Emerging Retail Formats and It's Attributes: An Insight to Convenient Shopping', the major products and store attributes influencing consumers' towards innovative retail formats. The product-wise preferences of consumers towards innovative retail formats. The impact of demography factors (gender, age and income) on consumers preferences towards innovative retail formats'.

Global Journal of Management and Business Research. 2012; 12(2), ISSN: 0975-5853.

Dr.S.Meenakumari (2013) "The study investigates the interior atmospheric factors that influence the impulse buying behavior in a retail outlet. Result shows that the commonly purchased products by impulse are chocolates, snacks and beauty care products. The study identified various factors that influence impulse buying in store environment".

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Objectives of the Study

- To assess the purchase pattern of products available in Shri Kannan Departmental Store,
- To study the relationship of income level and purchase pattern of consumers,
- To measure the level of customer satisfaction towards Shri Kannan Departmental Store,
- To give suggestions to Shri Kannan Departmental Store in improving the satisfaction level of the customer.

Research Methodology

Design of the Study

Sampling Design	A purposive sampling method was followed for selecting the customers.
Sample Size	The sample size for the survey was 60
Sample Area	Coimbatore city.

Tools of analysis

Percentage analysis

On the basis of calculation percentage were obtained.

Scaling Technique

Differential scaling technique was used for analyzing satisfaction of customers towards Shri Kannan Departmental store.

Analysis and Discussion

The results of the present study along with relevant discussion have been presented as under:

Table 1 Consumer Profile

Sl. No	Age of the respondents	No. of respondents	Per cent
1	<30	30	50
2	30-40	15	25
3	41-50	8	13
4	>51	7	12
	Total	60	100
Sl. No	Gender	No. of respondents	Per cent
1	Male	28	47
2	Female	32	53
	Total	60	100
Sl. No	Marital Status	No. of respondents	Per cent
1	Married	41	68
2	Single	19	32
	Total	60	100
Sl. No	Educational Qualification	No. of respondents	Per cent
1	Up to High School	23	38
2	Graduate	30	50
3	Post Graduate	7	12
	Total	60	100
Sl. No	Occupational status	No. of respondents	Per cent
1	Govt. employee	10	17
2	Private employee	24	40
3	Student	10	17
4	Business	9	15
5	House wife	4	7
6	Others	3	5
	Total	60	100
Sl. No.	Family income (Rs/month)	No. of respondents	Per cent
1	<20000	29	48
2	20001-30000	18	30
3	30001-40000	7	12
4	>40001	6	10
	Total	60	100

Table 2 Employees in Shri Kannan Departmental Stores (n=60)

Factors	HS	%	S	%	N	%	D	%	HD	%	Mean s
Staff explain Product details	6	10	36	60	16	26.67	2	3.33	0	0	3.76
Interest in solving problem	8	13.33	36	60	16	26.67	0	0	0	0	3.86
Willing to help	8	13.33	40	66.67	12	20	0	0	0	0	3.96
Willing to help in specific needs	12	20	40	66.67	8	13.33	2	3.33	0	0	4.13

Table 3 Value of the product (n=60)

Factors	HS	%	S	%	N	%	D	%	HD	%	Mean s
Price	6	10	28	46.67	12	20	14	23.34	0	0	3.43
Service	16	26.66	38	63.33	6	10	0	0	0	0	4.16
Value for money	6	10	22	36.67	30	50	2	3.34	0	0	3.53
Quality	34	56.67	22	36.67	4	6.67	0	0	0	0	4.5

Table 4 Value of the product (n=60)

Mode	No. of respondents	Percentage
Cash	38	63.34
Credit	10	16.66
Both	12	20
Total	60	100

Table: 5 Factors for choosing a product (n=60)

S. No	Particulars	No. of respondents	Percentage
1	Price	4	6.67
2	Brand Name	26	43.33
3	Promotion & Offers	2	3
4	Packaging	4	6.67
5	Quality	19	32
6	Others	5	8
	Total	60	100

Table 6 Purchase of product (n=60)

Particulars	Local stores	Shri Kannan	Others	Total
Fruits & Vegetables	42	12	6	60
Groceries	5	40	15	60
FMGG	0	52	8	60

Table 7 Monthly Purchase (n=60)

Monthly Purchase	No. of Respondents	Percentage
<2000	30	50
2001-4000	16	27
>4000	14	23

Table 8 Purchase Preference (n=60)

Time Slot	No. of Respondents	Percentage
Morning	3	5
Afternoon	13	22
Evening	40	67
Anytime	4	6
Total	60	100

Table 9 Average Time Spent (n=60)

Average Time Spent	No. of Respondents	Percentage
<1Hr	7	12
1-2 Hr	48	80
2-3 Hr	5	8
>3 Hr	0	0
Total	60	100

Table 10 To Recommend other (n=60)

Recommend	No. of employees	Percentage
Yes	51	85
No	9	15
Total	60	100

Consumer Profile

The general characteristics of the sample respondents included the age, gender, educational status, occupation, income category, family size, and number of educated persons in the family, working members in the family, monthly income of the family and influence of family members on the purchase. The data on the general characteristics of the respondents were analyzed to understand their purchase pattern. It could be inferred from the Table 1, that most of the sample respondents (50.00 %) belonged to the age group of <30 years. The majority of the sample respondents (53.33%) were female. Most of sample respondent were married (68 %), 100 per cent of the sample respondents were literates, The maximum number of

respondents were private employees (40.00 %) and (48.00 %) of the study area belonged to < 20000 income group.

Purchase Pattern of Respondent towards Shri Kannan Departmental Stores

To measure the customer purchase pattern towards Shri Kannan Departmental stores, the factors taken into account for analysis were type of product purchase, time preferred to purchase, frequency of purchase, time spent in supermarket, monthly purchase, mode of payment.. The data collected were analyzed to know the purchase pattern of customers. The details of purchase pattern of customers are presented in Tables 3,4,5,6,7,8,9 and 10.

Suggestion & Conclusion

- Based upon the survey, most of the respondents were expecting reduction in price for Shri Kannan Departmental Stores branded item.
- Regular customers were expecting some reduction from MRP rate.
- Customers should be provided with discount /offers to attract and retain the customers.
- Availability of baby products was limited in variety.
- In order to increase more profit level, necessary care should be taken for fruits and vegetable section.
- Respondents were expecting adequate space for parking.

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