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**FACTORS INFLUENCING THE CUSTOMER TO PURCHASE IN RETAIL OUTLET IN COIMBATORE CITY**

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**ABSTRACT**

The retail outlets carry several product lines-typically clothing, home furnishings and home field goods-with each line operated as a separate department managed by specialists buyers or Merchandisers. The traditional grocers, by introducing self service formats well as value added services such as credit and house delivery, have tried to redefine themselves. However the boom in retailing has been continued primarily to the urban market in the country. Modern Retailing has entered into the Retail outlets. In India as is observed in the form of Shopping centres, Multi-stored malls, Super markets and huge Complexes, that offer as shopping, entertainment and foods all under the one roof.

Effort is made to know how far the Retail outlets is reach with the customers, also to know whether the customer know about the Big Bazaar. Finding out whether the Retail outlets make customer awareness on the stores by any of the means. To know that the steps taken by the retailers how they create their customers.

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### **STATEMENT OF THE PROBLEM**

Effort is made to know how far the Retail outlets is reach with the customers, also to know whether the customer know about the Big Bazaar. Finding out whether the Retail outlets make customer awareness on the stores by any of the means. To know that the steps taken by the retailers how they create their customers.

### **SCOPE OF THE STUDY**

The project was aimed at getting the customers view and attitude towards the Big Bazaar and factors that attract the customers that make them to purchase again and again. To improve the awareness created by the organisation and to know the difference between the competitors. The project shows that who are their targets and the efforts for the sales and then project also aimed at measuring the customer satisfaction level.

### **OBJECTIVES OF THE STUDY**

- To study the factors influencing the customers to purchase in retail outlets.
- To identify the reason for selecting the retail outlets.

- To know the customer satisfaction level in retail outlets.

## **RESEARCH METHODOLOGY**

### **Research Design**

The Research Design stands for advanced planning of methods to be adopted for collecting the relevant data and techniques to be used in their analysis keeping in view the objectives of the research. The present study is based on survey and fact finding enquiries with the customers. Here the descriptive method of research has been followed.

### **Sample Design**

Simple random sampling technique is used to collect the required information from respondents.

### **Sample size**

The sample size is restricted is 150.

### **Data Collection**

Primary data is collected from the respondent using structured questionnaire. The secondary data has collected from the company records, journals and various websites.

### **Tools and Techniques**

- Simple percentage analysis
- Chi square test
- Analysis of Variance

## **LIMITATIONS OF THE STUDY**

- The study was restricted to 150 respondents.

## **REVIEW OF LITERATURE**

MAMORIA C.B and MAMORIA SATISH (1983)<sup>1</sup> Consumer behaviour is the process whereby individuals decide what, when, where, how and from whom to purchase goods and services. Buying behaviour may be viewed as an orderly process here by individual interacts with his environment for the purpose of making market decision on products and services.

Mr.AMUTHAN (2008)<sup>2</sup> A study on customer satisfaction on arun ice cream in Coimbatore. He analyzed the customer preference and satisfaction towards ice creams. It was found that most of the respondents preferred to chocolate flavour for ice creams. It was also found that consumer were very well satisfied with different flavours and taste. The respondents were also satisfied with the offers given by arun ice creams.

**ANALYSIS AND INTERPRETATION****TABLE 1, TABLE SHOWING THE DEMOGRAPHIC DETAILS OF THE RESPONDENTS**

Demographic factors	Option	No of respondents	Percentage
<b>Gender</b>	Male	83	55
	Female	67	45
	Total	150	100
<b>Age</b>	Below 20 years	17	11
	21-30 years	43	29
	31-40 years	58	39
	Above-40years	32	21
	Total	150	100
<b>Marital Status</b>	Single	18	12
	Married	132	88
	Total	150	100
<b>Family Size</b>	Two Members	21	14
	Three Members	38	25
	Four Members	43	29
	Above Four Members	48	32
	Total	150	100

Table 1 clearly reveals that 55 percent of the respondent were male and 45 percent of them were female. 88 percent of the respondent were married. 21 percent of the respondent age were above 40 years.

**TABLE 2, TABLE SHOWING THE OCCUPATION, MONTHLY INCOME AND PLACE OF RESIDENCE**

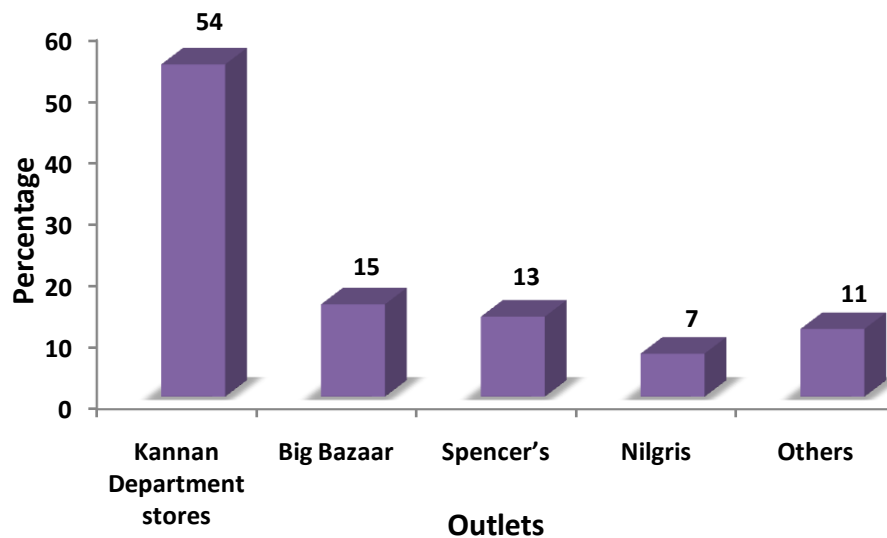
Demographic Factors	Option	No of Respondents	Percentage
<b>Occupation</b>	Professional	38	25
	Employed	41	27
	Business man	25	17
	Others	46	31
	Total	150	100
<b>Monthly Income</b>	Below Rs.10000	19	13
	Rs.10001-20000	53	35
	Rs.20001-30000	42	28
	Above Rs.30000	36	24
	Total	150	100
<b>Residence</b>	Rural	40	26
	Semi-Urban	43	29
	Urban	67	45
	Total	150	100

Table 2 clearly shows the monthly income, occupation and place of residence details of the respondents.

**TABLE 3, TABLE SHOWING THE CUSTOMERS PURCHASE IN RETAIL OUTLETS**

Outlets	No of Respondents	Percentage
Kannan Department stores	81	54
Big Bazaar	23	15
Spencer's	19	13
Nilgris	10	7
Others	17	11
Total	150	100

The above table shows that 54 percent of the respondents prefer to purchase in Kannan Department stores.

**Chart 1****CHART SHOWING THE CUSTOMERS PURCHASE IN RETAIL OUTLETS****TABLE 4, TABLE SHOWING THE AWARENESS OF RETAIL OUTLETS**

Through	No of Respondents	Percentage
Advertisement	87	58
Friends & Relatives	25	18
Offers	13	8
Others	25	16
Total	150	100

The above Table 4 clearly shows that 58 percent of respondents aware of retail outlet through Advertisement and 18 percent respondents from their Friends and relatives.

**TABLE 5, TABLE SHOWING THE FACTORS INFLUENCING TO PURCHASE IN RETAIL OUTLETS**

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Moderate Price	32	21
Quality	22	15
Service	15	10
Offers	59	39
Others	25	15
Total	150	100

The above table shows the factors that are influencing to purchase in retail outlet

**CHART 2****CHART SHOWING THE FACTORS INFLUENCING TO PURCHASE IN RETAIL OUTLETS****TABLE 6, TABLE SHOWING THE FREQUENCY OF PURCHASE**

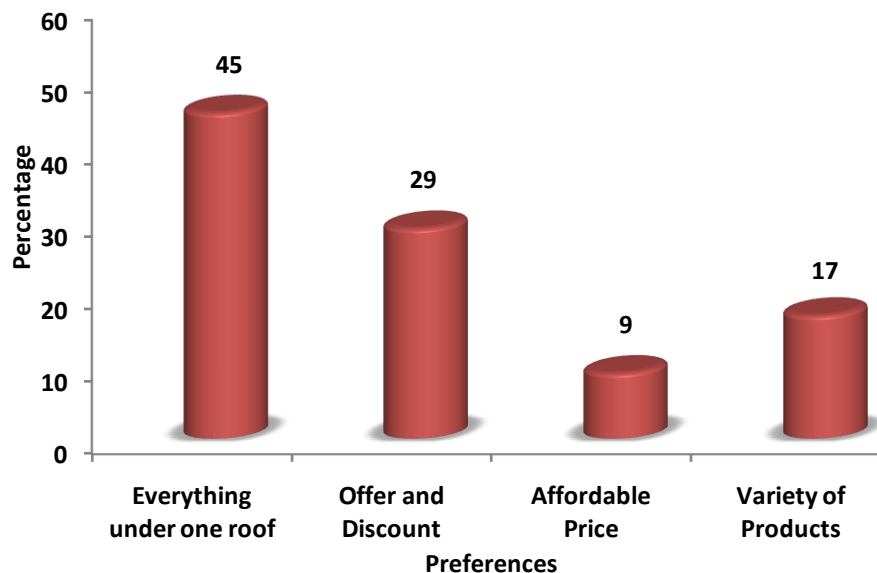
Category	No of Respondents	Percentage
Weekly Once	38	25
Twice a Month	58	39
Monthly Once	36	24
Rarely	18	12
Total	150	100

The above table clearly shows that 39 percent of respondents purchase twice a month and 24 percent of respondents purchase monthly once.

**TABLE 7, TABLE SHOWING THE REASON FOR PURCHASE IN RETAIL OUTLET**

Preferences	No of Respondents	Percentage
Everything under one roof	68	45
Offer and Discount	43	29
Affordable Price	13	9
Variety of Products	26	17
Total	150	100

The above table clearly reveals that 45 percent of them are purchasing in retail outlet because they are getting everything under one roof.

**CHART 3****CHART SHOWING THE REASON FOR PURCHASE IN RETAIL OUTLETS****Table: 8, TABLE SHOWING THE CHI SQUARE VALUE**

Hypothesis	Degrees of freedom	Chi-square calculated value	Chi-square Table value	S / NS
There is no significant relationship between monthly income and amount spend for purchasing	9	33.57	16.09	S
There is no significant relationship between monthly income and frequency of purchasing	9	27.38	16.09	S
There is no significant relationship between purchasing of products and satisfaction level of respondents.	9	44.59	16.09	S

By applying the chi-square test, it is found that, monthly income and amount spend for purchasing, monthly income and frequency of purchasing and purchasing of product and satisfaction level of respondent are significantly related to each other.

### ANALYSIS OF VARIANCE

**Hypothesis:** There is no significant difference between the different retail outlets in Coimbatore city

**Table 9, Analysis of Variance**

Source of Variation	Sum of Squares	Degrees of Freedom	Mean Sum of Square	F Value	p Value	Significant / Not Significant
Between Groups	30818.51	2	15409.25	64.59	0.03	S
Within Groups	23857.85	100	238.58			
Total	54676.36	102				

S – Significant ( $p \text{ Value} \leq 0.05$ ); NS – Not Significant ( $p \text{ Value} > 0.05$ )

It is found from the above table that the hypothesis is rejected (Significant) at 5 percent level of significance, because its p value is less than 0.05. It is concluded that there is significant difference between the different retail outlets in Coimbatore city.

### FINDINGS

- 55 Percent of respondents were Male.
- 17 Percent of respondents are below 20 years of age.
- 12 Percent of respondents were Single
- 32 percent of respondents have above four members in their family.
- 13 Percent of respondents incomes are Below Rs.10000.
- 26 Percent of respondents are coming from the rural area.
- 54 Percent of respondents are purchase in Kannan Department store.
- 58 Percent of respondents are influenced by the Advertisement.

### SUGGESTION

- ❖ Retail outlets have to focus on frequent offers and discounts
- ❖ Customers need a customer feedback department in all retail outlets.
- ❖ There are lot of confusion regarding discounts and offers the management should take necessary step to avoid the confusion regarding the discounts and offers.
- ❖ The Parking facilities should be extended in all retail outlets for all four wheelers and two wheelers.



**CONCLUSION**

Goodwill is the most important asset of any retail outlet which has gained through continuous effort of implementation and maintenance of good quality products and services. Majority of the respondents versioned that introduction of more offers, inside departments and seasonal discounts would vastly improve the image of the store.

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