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A STUDY ON IMPULSIVE BUYING BEHAVIOUR AND SATISFACTION TOWARDS RETAIL OUTLET IN BIG BAZAAR COIMBATORE

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ABSTRACT

The study aims to analyze "Impulsive buying behaviour and customer's satisfaction towards retail outlet in Coimbatore city". The objective of the study is to analyse the buying behaviour of the consumers' of Big Bazaar. (2) To measure the level of satisfaction derived by the shoppers at Big Bazaar. (3) To assess the future relationship between the retailer and his customers. The study is based on the primary data collected from Big Bazaar Coimbatore region with the help of a structured questionnaire. The findings of the study states that consumer impulsive buying behaviour and consumer satisfaction is linked with buying performance.

KEYWORDS
Impulsive Buying Behaviour, Customer satisfaction, Big bazaar.

INTRODUCTION

The last millennium has witnessed innovations at every stage of the supply chain, giving rise to new models. The consumer interface, i.e. the retailing factor has undergone a sea of change, partly due to changing consumer needs and partly due to the emergence of new technologies. While some of the changes have been evolutionary in nature, some others have been category killers, leading to radical change in both consumer perceptions and formats. The ever-increasing focus on the customer will encourage all retailers to investigate the best way to foster and retain customer loyalty. With the conventional wisdom in retailing questioned and factors like location and prices not deemed as differentiating enough the retailers look into more innovative methods to attract customers. The trend in marketing toward building relationships with customers continues to grow, and marketers have become increasingly interested in retaining customers over the long run. It is with this platform that all retailers are vying for a share in the pie with new promotional offers every day. Organized retailing provides an ideal shopping experience through consumer preference analysis, excellent ambience and choice of merchandise. Changing lifestyles, strong income growth and favorable demographics are the drivers for the fast growth of this sector. Rising income level, education, acceptance of smart and credit cards and global exposure have an impact on the Indian consumer's shopping habits. Impact of factors like availability of favourite brands, social status, buying behaviour during discounts, influence of family and friends over the store and brand choice, relationship between store and store brand, and consumer perception towards store and national brands while shopping from a store, have not yet been gauged much by marketers. Thus, this study is an endeavour to understand and study consumer shopping behaviour towards organized retailer, so as to have a better insight of consumers buying behaviour. (Lata Vijaybaskar 2010)

NEED FOR THE STUDY

Impulsive purchasing, generally defined as a consumer's unplanned purchase is an important part of buyer behavior. It accounts for as much as 62per cent of supermarket sales and 80per cent of all sales in certain product categories. Moreover it can be understood from various literature reviews that Indian consumer's exhibits impulsiveness and price consciousness behavioural dimension. Retail consumers tend to purchase impulsively as they do not plan in advance and they also go for other brand if their preferred brand is not available in a particular store. They are influenced by the store brands' prices and try them during discounts and if the quality is delivered. In turn the satisfied customers prefer to visit the retailer again and again. Thus, it could be concluded that customer loyalty is customer's intention to purchase a specific product or services in future repeatedly and customer loyalty is an important indicator of store health. Customers can have long-term loyalty to the retail outlets. Long-term loyal customers do not easily Change their store and product choice. Researchers understand that impulsive buyers can be converted into loyal customer if they are satisfied. Moreover, it also understood from that review of earlier studies that though impulsive purchases has attracted much attention in consumer research, unfortunately there is a dearth of research on group-level determinants. Thus, the current topic is considered as significant. (Mayank Dhaundiyal 2009)

OBJECTIVES
- To analyse the buying behaviour of the consumers' of Big Bazaar.
- To measure the level of satisfaction derived by the shoppers at Big Bazaar.
- To assess the future relationship between the retailer and his customers.

HYPOTHESES OF THE STUDY
- H1: Customers' satisfaction towards retail outlets significantly vary from one to the other.
- H2: Impulsive buyers can be converted into compulsive buyers if the consumer's are satisfied with the product and services offered by the stores.
- H3: Impulsive buyers behaviour have negative impact on the retailer's performances if consumer's have experienced dissatisfied with the product and services offered by the seller.

REVIEW OF LITERATURE

Researchers have looked into the importance of customer satisfaction (Kotler, 2000) defined satisfaction as "person's feelings of pleasure or disappointment results from comparing a products perceived performance (or outcome) in relation to his or her expectations". The key of achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors' (Kotler, 1991, p.10)Muhammad Ali Tirmizi, Kashif-ul-Rehman, M.Iqbal saif (2009), in their study on "An Empirical Study of Consumer Impulse Buying Behavior in Local Markets"

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have clearly indicated that there exists a weak association between consumer lifestyle, fashion involvement and post decision stage of customer purchasing behaviour with the impulsive buying behaviour.

Johan Anselmsson (2006) "on sources of customer satisfaction with shopping malls, a comparative study of different customers segments", a study mainly focused on customer satisfaction and visit frequency at shopping malls among customer segments based on age and gender. It was found eight underlying factors are important to customer satisfaction. Those are selection, atmosphere, convenience, sales people, refreshments, location, and promotional activities and merchanding policy. Graeme D.Hutcheson and Luiz Moutinho (1988) study on "measuring preferred store satisfaction using consumer choice criteria as mediating factors" attempts to model causal effect that consumer's perception of choice criteria used to determine supermarket patronage has on the levels of perceived satisfaction with a preferred store. The likely importance of quality and value for money as choice criteria was reinforced by strength of their releationship with satisfaction, a variable generally believed to be one of the most important in determining store patronization and repatronization.

Robert A. Westbrook, (1981) " study on sources of consumer satisfaction for a large conventional department store has found that satisfaction from multiple sources serves to raise overall satisfaction while dissatisfaction from multiple sources corresponding lowers it. Peter Kennings (2007) study found that an overall positive effect of trust buying behaviour in food retailing. It is also found that general trust has no influence on specific trust and the meaning of specific trust for buying increases when general trust is low.Rajagopal (2008) in his "Study on point of sales promotions and buying stimulation in retail stores" analyses buying behaviour in reference to the point of sales promotion offered by retailing firm and the determinants of sensitivity towards stimulating shopping arousal and satisfaction customer in order to build store loyalty have been discussed in this paper. It is found that loyal customers are attracted to the store brands. Lutz (1981) in his study has concluded that "A perspective into consumer behaviour is motivated by a desire to understand the relationship between attitude and behaviour" psychologists have sought to constant models to capture the underlying dimensions' of an attitude. Eldon M. Kenneth E. Miller (1977) in their study related to the post purchase communication found that it results in increased satisfaction with the purchase letter communication.

METHODOLOGY OF THE STUDY

RESEARCH DESIGN

Considering this work as a basic research, this study has followed descriptive research design. An attempt is made in this study to understand an association between the impulsive purchase made by the customers visiting a store and their association with the concept of customer satisfaction. Data were collected from the potential customers of big bazaar Coimbatore, Tamil nadu, India.

DATA COLLECTION

This study both primary & secondary data were collected for the study

A questionnaire was designed to collect the primary data from the customers of Big Bazaar Coimbatore. Secondary data was collected from the files & records of big bazaar, Coimbatore.

POPULATION & SAMPLING FRAME

A convenient sampling method was used to obtain the data from the customers

SAMPLING METHOD

A Sample of 150 respondents was chosen for data collection. It was observed at the end of the week (data collected) nearly 25 questionnaires were incomplete. They were deleted from actual population which gave a sample of 125 respondents in total.

DATA ANALYSIS

The data were analyzed using ANOVA, Correlation etc statistical tools.

LIMITATIONS

Inspite of all possible care and efforts that have been taken by the researcher both at the time of collection of data and while deriving the conclusion, the present study is subject to the under mentioned limitations.

1. The data has been collected from the respondents of Coimbatore city. The results are location specific and therefore the conclusions drawn may not be applicable to a different district having different socio-economic conditions.

2. The study relating to service quality is entirely based on the responses given by the respondents. The views of the respondents relating to perception, satisfaction and expectation may be based.

ANALYSIS AND INTERPRETATION

TABLE 1: REASONS STATED FOR PREFERRING BIG BAZAAR

Factors influenced	Total Sum	Mean	Rank	Percentage
Proximity	10	0.08	4	4.00
Quality	270	2.16	1	43.20
Brand & price	168	1.34	2	33.60
Store layout	57	0.46	3	15.20
One Stop Shopping	10	0.08	4	4.00

From the above table it can be inferred that out of six variables considered for the customers' preferences to shop at a particular retail outlet viz, the proximity (nearness), quality, brand & price, store value, store layout and one stop shopping experiences. On average 2.16 per cent of the customers' prefer to shop at big bazaar as they are primarily impressed by quality of the products. Followed by it 1.34 on an average customers i.e., say 33.60 per cent of population out of 120 opined that they prefer to shop at Big Bazaar, Coimbatore as they avail premium brands at economic cost. It has been further observed that 15.20 per cent of the customers' i.e, 0.46 on an average have opted Big Bazaar because of its store layout and around 4 per cent as per survey i.e., 0.08 on average have opined that they have preferred big Bazaar for its proximity and to enjoy one shop experiences.

TABLE 2: INFLUENCES OF PROMOTIONAL APPEAL

Factors influenced	Total Sum	Mean	Rank	Percentage
Samples	42	0.34	3	11.20
Price Discounts	300	2.40	1	48.00
Bonus Packs	156	1.25	2	31.20
Exchange offers	4	0.03	5	4.00
Premiums Coupons	16	0.13	4	5.60

From the above table it has been inferred that majority of the customers' surveyed at Big Bazaar were primarily influenced by the price discounts offered by the retailer i.e, 2.40 on an average and 48 per cent in total. Followed by it they have ranked their liking towards bonus packages offered by the Big Bazaar. In the third place customers' have opined the sample packs offered by the retailer as more attractive by 0.34 persons on an average. Exchange offers and premium coupons offered by the retailer are duly ranked in the fourth and fifth places, respectively. Thus, it could be concluded that the major success secret of big bazaar super market business in India is its discount offers provided to the customers on season and off the seasons. Customers' Level of Satisfaction and Scope for Future Relationship, big Retailers operating in India need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

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TABLE 3: SATISFACTION WITH BIG BAZAAR SHOPPING EXPERIENCES

Factors	Level of Satisfaction					Total Sum	Mean	Percentage
	Excellent	Good	Average	Below Average	Poor			
Ambience	16(12.80)	80(64.00)	21(16.80)	5(4.00)	3 (2.40)	476	3.81	76.16
Economical price	19(15.20)	82(65.60)	23(18.40)	1(0.80)	0 (0.00)	494	3.95	79.04
Variety	21(16.80)	75(60.09)	27(21.60)	2(1.60)	0 (0.00)	490	3.92	78.40
Store cleanliness	29(23.20)	69(55.20)	24(19.20)	1(0.80)	2 (1.60)	497	3.98	79.52
Home Delivery	10(8.00)	49(39.20)	30(24.00)	19 (5.20)	7(13.60)	391	3.13	62.56

It indicates that, product and store attributers influence store patronage and customer loyalty towards retail business in India, that could be inferred from data depicted in the above table. It has been inferred that 3.98 on an average scale of five point i.e., 79.52 per cent of customers' were highly satisfied with the store cleanliness of Big Bazaar. Followed by 3.95 on an average scale of five i.e., 79.04 per cent of the customers on an average have expressed that Big Bazaar offer economical price for the products it sells. On an average 3.92 i.e., 78.40 per cent of the surveyed population have appreciated product varieties offered by the retailer. It has also been observed that 3.81 and 3.13 on an average score i.e, 76.16 per cent and 62.56 per cent of the customers' of Big bazaar have expressed satisfaction towards ambience of the store and home delivery services offered by the retailer. It was, therefore, inferred that majority of the customers' who visit retail store are more satisfied with the cleanliness and price factors, than it's ambience or other services offered.

TABLE 4: RESULT OF ANOVA TEST

Source		Sum of Squares	DF	Mean Square	F	Sig
Between People		146.234	124	1.179	27.981	.000
Within People	Between Items	63.850	4	15.962		
	Residual	282.950	496	.570		
	Total	346.800	500	.694		
Total		493.034	624	.790		

From the above table it has been inferred that the probability value of F test is greater than the calculated F value at five per cent level of significance, therefore, the hypothesis framed stands accepted. It has been concluded that Customers' satisfaction towards retail outlets significantly vary from one to the other. Thus is has found that quality, brand and price are primary factors have influence the modern day customers' to shop at retail outlets like Big Bazaar. The major success secret of pantaloon business in India is its discount offers provided to the customers on season and off the seasons periods.

TABLE 5: OVERALL SATISFACTION

Sl.No	Nature of Experiences	Number of Respondents	Percentage
1.	Excellent	13	10.40
2.	Good	88	70.40
3.	Average	23	18.40
4.	Poor	1	0.80
	Total	125	100

The table indicates that 70.40 per cent of the customers have opined that services and product offered by the Big Bazaar as good. On the contrary 18.40 per cent of the respondents have said it as average, 10.40 per cent as excellent and just 0.80 per cent as poor. More than 70 per cent of the customers have opined that the services and product offered are good and 47 per cent opined that the store is too messy and disorganized. It is found that some initiatives have to taken at big bazaar to solve this issue. A little more than half the population of customers purchasing at big bazaar have the intention of recommending this place to the others and they seem to have good relationship with the shop and those are the reliable customers of big bazaar.

TABLE 6: QUALITY OF RELATIONSHIP

Sl.No	Opinion	Number of Respondents	Percentage
1.	Excellent	20	16.00
2.	Very Good	39	31.20
3.	Good	64	51.20
4.	Poor	2	1.60
	Total	125	100

Quality of relationship a customer maintains with the seller always influences his/her future loyalty towards the store. In the above table a description has been drawn to know the quality of relationship customers had with Big Bazaar store during their visit. It has been observed that 51.20 per cent have said it as good, 31.20 per cent as very good, 16 per cent have rated it as excellent and 1.60 per cent as poor. The following hypotheses have been drawn to measure the customer whether impulsive buyers can be converted into compulsive buyers if they are satisfied with the product and services offered by the stores.

TABLE 7: RESULT OF ANOVA TEST

Variables	Source	Sum of Squares	DF	Mean Square	F	Sig.
Recommendation to friends Vs Overall Satisfaction	Between Groups	3.162	3	1.054	2.769	.045
	Within Groups	46.070	121	.381		
	Total	49.232	124	-		
Repurchase option Vs Overall Satisfaction	Between Groups	10.738	3	3.579	5.101	.002
	Within Groups	84.894	121	.702		
	Total	95.632	124	-		
Quality of Relationship Vs Overall Satisfaction	Between Groups	4.879	3	1.626	1.105	.350
	Within Groups	178.129	121	1.472		
	Total	183.008	124	-		

From the above table it has inferred that the probability values of F test from two variables are greater at five per cent level of significance. Therefore, it could be concluded that the impulsive buyers can be converted into compulsive buyers if they are satisfied with the product and services offered by the stores and they tend to recommend the store to the potential customers and prefer repurchasing.

However, the establishment of quality of relationship depends on the nature of future services offered by the retailers and the influences of competitors on them.

TABLE 8: RESULT OF ANOVA TEST

Variables	Source	Sum of Squares	DF	Mean Square	F	Sig.
Recommendation to friends Vs Nature of Dissatisfaction	Between Groups	1.687	3	.562	1.431	.237
	Within Groups	47.545	121	.393		
	Total	49.232	124	-		
Repurchase option Vs Nature of Dissatisfaction	Between Groups	4.142	3	1.381	1.826	.146
	Within Groups	91.490	121	.756		
	Total	95.632	124	-		
Quality of Relationship Vs Nature of Dissatisfaction	Between Groups	3.232	3	1.077	.725	.539
	Within Groups	179.776	121	1.486		
	Total	183.008	124	-		

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It has been inferred from the above table that the calculated F values are greater than its probability values at 5 per cent level of significance. Therefore, the hypothesis framed stands rejected and it has been concluded that the impulsive buyers behaviour do have negative impact on the retailer's performances if they had experienced dissatisfaction with the product and services offered by the seller.

FINDINGS

- The majority of the consumers of big bazaar is the younger population with high potent purchasing behavior. Different occupational habitants were influenced by different medium/media of advertisement that has in due course influenced their impulsive buying behaviour.Majority of the customer surveyed prefer shopping once in month and majority of the customers' surveyed prefer to spending 1-2 hours in the Big Bazaar at Coimbatore in invariably of their occupational status, except the business class customers, who prefers to spend less than an hour.
- It has observed that majority of the impulsive buyers prefer to spend between Rs.501–Rs.1000 on their shopping and 40 per cent of items brought were household items. It has been inferred that quality, brand and price are primary factors have influence the modern day customers' to shop at retail outlets like Big Bazaar. The major success secret of pantaloon business in India is its discount offers provided to the customers on season and off the seasons periods. Thus, it has inferred that 70.40 per cent of the customers have opined that services and product offered by the Big Bazaar as good.
- The result of reliability analysis states that customers' satisfaction towards retail outlets significantly vary from one to the other. Correlation co-efficient test significantly proves that overall satisfaction with store ambience, variety of products offered, economical prices, store cleanliness and one with negative correlation. It has evidenced from the F test that the probability values for two variables were greater at five per cent level of significance.
- In another hypothesis test it has found that the calculated F values were greater than its probability values at 5 per cent level of significance.

SUGGESTIONS

Customer's relationship with the retail store is the one of the most important thing which decides everything. Generally the customer's expect more and more satisfaction in all aspects, each and every time they step into a store. In today retail market the organized retailing could grow tremendously provided they adopt the right marketing strategies and customer attraction techniques. Moreover, the researcher strongly feels that retail managers need to enhance product variety and store convenience to improve customer loyalty. Retail managers must also assure product variety and availability of new products to enhance customer loyalty.

CONCLUSION

The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next booming industry. At this juncture the Indian retail market is continuously increasing, on the back drop that middle class households purchasing power are rising as there is increase in the total income as well as the change in theirs tastes and preferences towards modern retail outlets. The retail players to be able to understand the extent in with different factors affect in converting the impulse buyers to compulsive buyers.

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