

# Factors Influencing the Purchases of Products and Problems Faced By the Female Customers in Departmental Stores in Erode District

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**Abstract-** The departmental stores provide many unique services to their customers like free home delivery, accepting telephone orders, restaurants, recreational facilities, reading rooms, after-sale service, etc. Some of the stores even offer credit facilities to their customers. The departmental stores are generally located in the important or central place of a city. It is, therefore, easily accessible to the customers. The present study focuses on factors influencing the purchases of products and problems faced by the Female customers in departmental stores in Erode district.

**Index Terms-**Unique, Services, Telephone order, Recreational facilities, Credit facilities, Central place, Accessible

## 1. INTRODUCTION

Department stores usually sell product including apparel, furniture, home appliances, electronics, and additionally select other lines of products such as paint, hardware, toiletries, and additionally select other lines of products such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelers, toys, and sporting goods. Certain department stores are further classified as discount department stores. Discount department stores commonly have central customer checkout areas, generally in the front area of the store. Department stores are usually part of a retail chain of many stores situated around a country or several countries background study, as has been mention earlier, forms in important part of our understanding of industry, the company and the pricing concepts.

## 2. STATEMENT OF THE PROBLEM

In this study, an attempt has been made by the researcher to find the answers to the following questions.

- What are the factors influencing the purchases of products?
- What are problems faced by the Female customers in departmental stores?
- How the departmental stores are to be served better?

## 3. OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To identify the factors influencing the purchases of products by female customers in departmental stores.
2. To find out the problems faced by the female customers in departmental stores.
3. To offer suitable suggestions based on the findings of study.

## 4. STATISTICAL TOOLS

The following tools of analysis were used for the study.

- Percentage Analysis
- Ranking analysis

## 5. SCOPE OF THE STUDY

The scope of present study has been restricted to Erode district. The study has been undertaken on the basis of sample survey. The study mainly elicits views from consumers about factors influencing the purchases of products and problems faced by the Female customers in departmental stores.

6. LIMITATIONS OF THE STUDY

The study suffers from the following limitation:

1. The study area is restricted only to Erode District.
2. Sample size has been restricted to 600 sample due to time constrains.
3. At the time of completing the questionnaire, the researcher had faced some problems like unwillingness of the respondents and inability of the respondents in filling the questionnaire.

7. ANALYSIS AND INTERPRETATION

Garrett’s Ranking Technique

Table 1

Factors influencing the purchases of products

Particulars	Total Score	Mean Score	Rank
Quality of product	31043	51.74	I
Quick Delivery	30722	51.20	IV
Reasonable price	30292	50.49	III
Brand image	29035	48.39	VII
Self service	28826	40.04	VIII
Offers & Discounts	30911	51.52	II
Nearness to Home	29457	49.09	V
Availability of all products	29054	48.42	VI

It could be observed the above table 1 that the product felt by the sample respondents is the quality of product with Garrett score of 31043 points (mean score 51.74) proves to be the most significant product. This is followed by offers and discounts with Garrett score of 30911 (mean score 51.52), reasonable price with Garrett score of 30292 (mean score 50.49), quick delivery with Garrett score of 30722 (mean score 51.20), nearness to home with Garrett score of 29457 (mean score 49.09), availability of all product with Garrett score of 29054

(48.42), Brand image with Garrett score of 29035 (48.39), self-services with Garrett score of 28826 (mean score 40.04). It is found from the analysis that sample respondents selected departmental stores for the main factors of (quality of producer), followed by ‘offer and discount’.

Table 2

Problems faced by the Female Customers in Departmental Stores

Particulars	Total Score	Mean Score	Rank
Inadequate space for parking	28649	47.75	VI
Lack of efficient workers	30761	51.21	III
Lack of latest product	30353	50.59	IV
Poor quality of the product	28198	46.99	VII
High cost of the product	30862	51.44	II
More waiting time for billing	31696	52.83	I
Lack of cleanness	28975	48.29	V

It is noted from the above table 2 that the majority of the respondents faced the problem ‘more waiting time for billing’ was ranked first with the Garrett score of 31696 (mean score 52.83), the second, third and fourth problems the respondents faced are high cost of the product, lack of efficient workers and lack of latest product with Garrett score of 30862 (mean score 51.44), 30761 (mean score 51.21) and 30353 (mean score 50.59) points respectively. The respondents faced the fifth, sixth and seventh problems of Lack of cleanness, inadequate space for parking, poor quality of the product with Garrett score of 28975 (mean score 48.29), 28649 (mean score 47.75) and 28198 (mean score 46.99). It is found from the analysis that majority of the respondents faced the problems like ‘more waiting time for billing’ and ‘high cost of product’ in the departmental stores.

## 8. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings of the study:

- Majority of 36.50% of the respondents were in graduate.
- A higher proportion of 37.5% of the respondents were in earning income above 15000.
- A majority of 60% of the respondents were nuclear family.
- A majority of 47.5% of the respondents were 2 to 4.
- A majority of 50% of the respondents were semi-urban.
- A majority of 33.75% of the respondents were through user's reference.
- A majority of 40% of the respondents were monthly.
- A higher proportion of 37.5% of the respondents were all the above.
- A higher proportion of 31% of the respondents were reasonable price.
- A majority of 75% of the respondents were easily accessible.
- The quality stands as first rank for the factors influencing the purchases in departmental stores
- Taking more time for billing is with first rank being a major problem faced by women consumers in departmental stores.

## 9. SUGGESTIONS

The following are the suggestions based on the findings of the study.

- For their own preparation products, also attractive and reuse packing could be done.
- Continuity in distribution is essential so that customer will not switch over to other shop.
- In order to encourage the regular customers they can introduce the discount token system.

## 10. CONCLUSION

The study reveals that majority of the customers are satisfied with the departmental stores. But few are dissatisfied with services of departmental stores. Moreover customer's satisfaction is the gear on which the marker goes for better survival. There if

the above mentioned suggestions are considered and looked forward they not only satisfy the existing customers but also create new customers.

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