



## **Customer's preference towards organized retail outlets in Coimbatore city**

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### **Abstract**

In Customer Relationship Management, all three words is playing crucial role in the current world. It needs a lot of thinking, planning and infrastructure of marketers. For gaining new customers and maintain the relationship with those customers became challenging for all the companies. In recent days, the organized retail outlets became boom in all the cities. It helps to improve the economy of a nation. To analyse the customer preference at this time is the right one. With this background the researcher has taken this topic to analyse the customer's preference towards organized retail outlets in Coimbatore City. The researcher has selected 150 respondents with the help of convenience sampling method. The researcher has used simple percentage analysis, correlation and chi square tools for the analytical part of the study.

**Keywords:** customer, marketers, organized retail outlets

### **Introduction**

In current world, the consumers have enormous choices, too many competitors push out one size fits all information. Everybody is playing game used to choosing different characters, setting play levels and making choices for all types, marketers rarely give their clients and scenario the option to set preferences for content, channels. Too many acquirement, lead generation, usage inspiration, faithfulness are serial fulfillment exercises rather than genuine expressions of customer relationships. They're one-way streets masked as two-way relationships. And while it's much easier than ever for marketers to decide what to say and when to carpet bomb their lists, it's counterproductive. Similarly, when consumers set preferences and brands execute on them, research suggests that engagement, purchases, and customer satisfaction soar. The trick is incorporate favourite as a highly needed component with a CRM planning. A brand without a preference center is partially faking CRM. Ideally, customers should be steered to a preference center early in the relationship, when their interest and intentions are high. They should be asked for basic contact data and the requisite opt-ins and then be given some choices about what kind of information or incentives they want, how frequently they want them, and which communication channel is best to reach them without annoying them.

### **Objectives of the Study**

1. To know about the consumer perception towards the organized retail outlets in Coimbatore District.
2. To know the level of satisfaction of the consumer towards retail outlets in Coimbatore District.

### **Scope of the Study**

The study is mainly carried out to analyse the consumer perception towards organized retail outlets. The study also

examine the relationship that being between consumer and perception. The study analyse the consumer satisfaction and store loyalty. The study was carried out in Coimbatore city only. The researcher has collected data from the selected 150 respondents.

### **Research Methodology**

The descriptive research design has been used for the study. The researcher has selected Coimbatore city for the study. Coimbatore is one of the most emerging cities in Tamil Nadu. The researcher has selected Coimbatore city for the study. Convenient Sampling method has been adopted for this research article. The population is unknown. So the researcher has adopted Convenient sampling method. The researcher has used primary data for this article for analytical part. The researcher has referred some secondary data for the theoretical part of this study. The researcher has used well structured questionnaire for the purpose of data collection. The researcher has used Simple percentage analysis, Chi square, Correlation the analytical part of this study.

### **Analysis and Interpretation**

In analytical part the researcher has analysed the demographic profile of the respondents by simple percentage analysis. The researcher has analysed Age, gender, educational qualification, monthly income and number of family members in the family. And also the researcher has analysed the reasons for preferring organized retailing by simple percentage analysis. The researcher has used five point scale for the reason for preferring organized retailing. The five point scale are Mostly influence, Influence, Neutral, Not influence and never influence. The researcher has used chi square analysis to test the there is no significant relationship between the two variables - opinion level towards quality of product and Educational level of the respondents.

**Table 1:** General profile of the respondents

Attributes	Classification	No. of Respondents	In percentage
Age	Below 20	45	30
	20 to 30	55	37
	30 to 40	30	20
	Above 40	20	13
Gender	Male	80	53
	Female	70	47
Educational Qualification	Schooling	14	9
	Graduation	50	33
	Professional	45	30
	Others	41	28
Monthly Income	Below 10,000	10	7
	10,001 to 15,000	20	13
	15,001 to 20,000	35	24
	20,001 to 25,000	38	25
	Above 25000	47	31
Number of Family Members	Two and below	20	13
	Three	40	27
	Four	58	39
	Five	26	17
	Above Five	6	4

*Source:* Primary data

### Interpretation

The above table describes the general profile of the respondents. It is evident that 53 percentage of the respondents are male and 47 percentage of the respondents are female. According to the age of the respondents, 67 percentage of the respondents belongs to the below 30 age group. 13 percentage of the respondents are in age group of above 40. It is clearly shows that the young generation people are getting more interest and awareness towards the organized retail outlets in Coimbatore City. According to the number of family members, 13 percentage of the respondents are in two and below two members in a family, there are 3 members in 27 percentage of the respondent's family, there are 4 members in 39 percentage of the respondents. Only 4 percentage of the respondents have more than 5 members in a family. According to the educational qualification of the respondents, most of the respondents are well qualified in education. The researcher has used correlation to know the relationship between Monthly Income and Average monthly purchase in retail outlets.

**Table 2:** Reason for preferring retail outlets

Attributes	Attributes (in Percentage)				
	MI	I	N	NI	NeV. I
Quality of the product	30	27	43	0	0
Reasonable price	23	34	12	20	11
More variety	33	32	10	14	11
Offers	45	12	3	28	12
Required stock	14	56	10	15	5
Customer care	21	32	12	21	14
Sales people assistance	31	28	13	14	14
Infrastructure	28	21	14	22	15
Location of the shop	31	28	14	15	12
Comfortable	41	29	10	15	5
Cleanliness	36	21	2	23	18
Updated	36	28	15	15	6
Technology innovation	38	33	12	13	4

*Source:* Primary data

The above table describes the reason for preferring the organized retail outlets in Coimbatore City. Regarding quality 30 percentage of the respondents feel quality of the product available in retail market is the most influencing factor for why they are preferring organized retail outlets. Surprisingly 43 percentage of the respondents were did not express their opinion regarding quality. The retail outlets should create, sell and concentrate more on the quality of the products. 34 percentage of the respondents preferred by the price and 45 percentage of the respondents are preferred by the offers available in the retail outlets. 32 percentage of the respondents are preferred the retail outlets by the customer care available in the retail outlets. According to Cleanliness and Updated 36 percentage of the selected respondents preferring retail outlets. More than half of the percentage of the respondents are preferred because of technology using in the organized retail outlets.

**Table 3:** Chi square test

Educational Qualification	Quality of the Product			
	MI	I	N	Total
Schooling	17	1	2	20
Graduate	30	21	6	57
Professional	29	8	4	41
Others	13	13	6	32
Total	89	43	18	150

**Table 4**

	Value	df	Asymp.Sig. (2 sided)
Pearson Chi square	5.165 <sup>a</sup>	6	.381
Likelihood Ratio	6.112	6	.321
Linear-by-Linear Association	1.214		
N of Valid cases	150	1	.187

### Interpretation

**Ho:** There is no significant relationship between the two variables - opinion level towards quality of product and Educational level of the respondents.

**Ha:** There is a significant relationship between the two variables - opinion level towards quality of product and Educational level of the respondents.

The calculated value is less than the table value, So the null hypothesis is accepted. There is no significant relationship between two variables - opinion level towards quality of product and educational level of the respondents.

### Correlation

**Table 5:** Symmetric Measures Monthly Income and Average monthly purchase in retail outlets

	Value	Asymp. Std Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Pearson's R Spearman	0.368	0.67	6.459	0.000 <sup>c</sup>
Correlation	0.435	0.054	8.124	0.000 <sup>c</sup>
No. of valid cases	150			

### Interpretation

The above correlation reveals the results are 0.368 and 0.435. It is obvious that the correlation between the monthly income and average monthly purchase in retail outlets have positive correlation. From the analysis it is inferred that consumers' age, occupation, amount spent per month and proximity have association with each other.

### Conclusion

In this study, the researcher found the consumer are preferring organized retail outlet than unorganized outlet. In order to improve the growth of the organized retail outlets, the organizers should take more concentration on each and every shop and the products and services offered by them. The infrastructure facilities should be hygienic. Almost all the reasons taken by the researcher, quality of the product, reasonable price, more variety, offers, required stock, customer care, sales people assistance, infrastructure, location of the shop, comfortable, cleanliness, updated and technology innovation are influencing and being the reason for the consumers why they are preferring retail outlets. Anyways the customer relationship management is should be the prior important in all the development in organized retail outlet.

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