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A study on customer attitude towards multi brand retail

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Abstract

Since consumers are the final destination for any goods or services, they are an organization's most important asset. Since consumers are the final users of any goods or services, their contentment is essential to an organization's success; if they are not satisfied, they will move to other brands. Because of this, customer happiness becomes a top goal for any organizations. Knowing what customers purchase, why they purchase it, when they purchase it, how frequently they purchase it, and what led them to move to other brands is essential to delighting them. The study also looks at the different factors that influence consumers to choose retail stores. To find out what people think about multiband retail stores, I created a survey with 111 responses. I then used chi-square, regression, and anova analysis to get some ideas. With the emergence of multi-brand retail stores, the retail scene has seen substantial changes, with a wide range of products from a variety of brands are kept together in one location. This study of the literature summarizes the body of knowledge regarding consumer perceptions of multi-brand retail establishments, illuminating the elements that influence these perceptions and their consequences for merchants.

Keywords: Consumer behavior, consumer switching behavior, and attraction to multi-brand retail stores

Introduction

Consumers are invaluable assets for any organization, representing individuals or groups who choose to purchase, utilize, or dispose of products, services, ideas, or experiences to fulfill their needs and desires. Understanding the consumer decision-making process, both at an individual level and within group contexts, is crucial. This includes examining the influence of various social groups—such as family, friends, reference groups, and society as a whole—on consumer behavior. Additionally, the study focuses on the demographic and behavioral characteristics of individual consumers to better understand their wants and preferences.

It is important for brand owners to recognize that a lack of brand loyalty can lead to diminished customer retention, increasing the likelihood that consumers will switch to competing brands. Therefore, ensuring consumer satisfaction should be a primary focus for any organization. This research also investigates the different factors that shape customer attitudes toward multi-brand retail shops, aiming to provide insights that can help retailers enhance their appeal and foster loyalty.

2.1 Objectives of the study

- To identify the key promotional programs that are favored
- To evaluate how the product resonates with customer perceptions
- To assess the level of customer satisfaction with their shopping experience

2.2 Need for the study

The findings of this study are expected to provide significant advantages for standalone retailers and marketers in several key areas:

- **Identification of Factors:** It will help producers pinpoint the factors that lead to multi-brand switching among consumers.
- **Emphasis on Consumer Research:** The study will highlight the necessity of ongoing consumer research and market monitoring in a rapidly evolving and competitive marketplace.

2.3 Scope of the study

This research study has a wider scope. It covers various aspects. They are as follows:

- It helps to identify the preference of consumers in the perfect market area.
- It shows us which leading multi-brand retail shop.
- It shows that the various reasons for selection of multi-brand retail shop.

2.4 Limitations of the study

- The survey included a limited sample size of 111 respondents.
- It was conducted exclusively in the Chennai area.
- Some respondents provided inaccurate or incomplete answers to the questions.
- Consequently, generalizing the results to the wider population may yield less reliable conclusions.

3. Review of literature

Numerous studies have been conducted in the realm of retail, with researchers from around the globe contributing insights into various specific aspects of the industry. Developing markets have demonstrated a capacity to accommodate a wide range of organized retailers, from global giants like Wal-Mart to smaller domestic businesses. This growth is significantly supported by the efforts of potential investors, particularly governmental initiatives aimed at fostering this expansion (Misra & Khan, 2008).

Research in this field has explored diverse topics, including the impact of organized retail, the role of private brands, category management, key success factors for organized retail, brand loyalty, service quality, store location, and innovations in retailing. In the context of the Indian retail market, current consumption and spending behaviors are largely influenced by the country's youthful demographic.

4. Research Methodology

4.1 Research Design

"Research design encompasses the plan, framework, and strategy for conducting investigations aimed at answering specific research questions. On the other hand, research methodology pertains to the practical aspects of how a study is conducted. It involves systematically structuring the research to ensure that the results are valid and reliable, effectively addressing the research goals and objectives."

4.2 Type of Research

This study employs a descriptive research approach, which is defined as a method that outlines the characteristics of the population or phenomenon under investigation. This approach facilitates the analysis of non-quantified research problems by utilizing qualitative methods. It includes straightforward research techniques such as observation, where the researcher may choose to actively participate in the ongoing activities of a specific target group or remain an observer.

4.3 Data Study

The research relies on both primary and secondary data. Primary data was gathered from the general public, while secondary data was sourced from journals, magazines, websites, and annual reports.

4.4 Target Respondent

For this study, a sample of 111 respondents was selected, and the necessary data was collected from this group.

4.5 Sampling Method

The study utilizes Simple Random Sampling, a highly efficient probability sampling technique that conserves time and resources. This method involves selecting a randomly chosen subset from the population, ensuring that every individual has an equal chance of being selected.

4.6 Data Processing

4.6.1 Primary Data

Primary data is gathered directly from the original source and is considered the most reliable type of data for research. In this study, a structured questionnaire has been employed to collect primary data.

4.6.2 Secondary Data

Secondary data refers to information that has already been collected for a different purpose but is relevant to the current research. In this study, secondary data was obtained from feedback forms completed by employees, sourced from internal records.

4.7 Tools for analysis

Percentage Analysis: This basic statistical tool is commonly used for analyzing and interpreting primary data. Percentage analysis focuses on the responses of participants to specific questions, expressed as a percentage of the total sample selected for the study.

Chi-Square Analysis: The Chi-Square test is a statistical method that allows researchers to evaluate the differences between categorical variables within the same population. It is particularly useful for analyzing cross-tabulations of survey response data.

Regression Analysis: This statistical technique investigates the relationship between one or more independent variables and a dependent variable. The objective of regression analysis is to understand how changes in independent variables are linked to variations in the dependent variable, enabling predictions based on this relationship.

ANOVA Analysis: ANOVA (Analysis of Variance) is a statistical method used to compare the means of two or more groups. It is a powerful technique for determining whether significant differences exist among group means, particularly useful when comparing more than two groups.

5. Data analysis and interpretation

5.1 Percentage Analysis

5.1.1 Percentage analysis for gender of the respondent

Table 1: This table presents the gender composition of the respondents, highlighting that the majority (72.1%) are female

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	31	27.9	27.9	27.9
Female	80	72.1	72.1	100.0
Total	111	100.0	100.0	

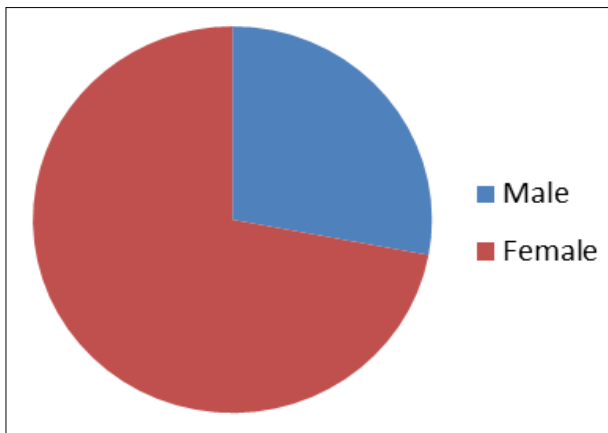


Fig 1: A pie chart visualizing the gender distribution among respondents, with females constituting the largest proportion (72.1%)

Inference: Including gender-related questions in research provides a deeper insight into various topics. The data indicates that the majority of respondents are female, comprising 72.07% of the total, as illustrated in the accompanying pie chart.

5.1.2 Percentage Analysis of Respondents' Age

Table 2: This table details the age ranges of respondents, indicating the largest group falls within the 15–20 age bracket (56.8%).

AGE	Frequency	Percent	Valid Percent	Cumulative Percent
15-20	63	56.8	56.8	56.8
21-25	38	34.2	34.2	91.0
26-30	3	2.7	2.7	93.7
31-35	4	3.6	3.6	97.3
Above 36	3	2.7	2.7	100.0
Total	111	100.0	100.0	

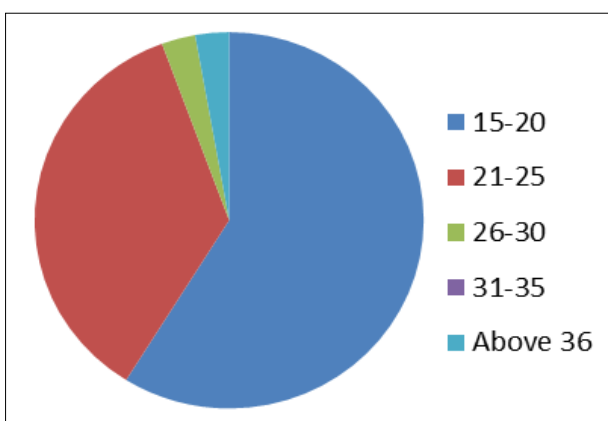


Fig 2: A pie chart illustrating the distribution of respondent ages, dominated by the 15–20 age group.

Inference: Age is a crucial demographic factor that can greatly impact different dimensions of human life, behavior, and experiences. According to the table, the largest group of respondents falls within the age range of 15 to 20 years.

5.1.3 Percentage analysis for Educational Qualification

Table 3: This table summarizes the highest educational qualifications of respondents, showing undergraduates as the largest group (55%).

Educational Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
School	20	18.0	18.0	18.0
Undergraduate	61	55.0	55.0	73.0
Postgraduate	27	24.3	24.3	97.3
Professional Course	3	2.7	2.7	100.0
Total	111	100.0	100.0	

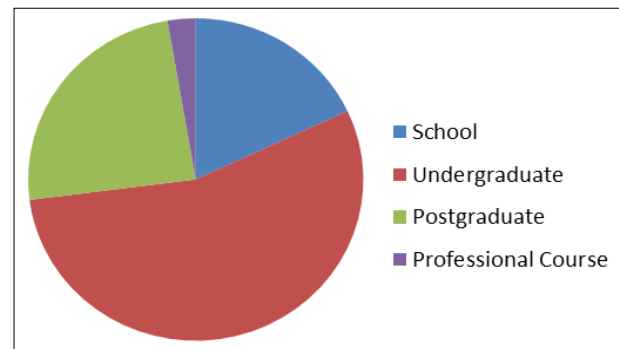


Fig 3: A pie chart depicting the educational qualifications of respondents, with a majority being undergraduates

Inference: Educational qualification is an important demographic factor that offers insights into a person's knowledge, skills, and socioeconomic status. The data reveals that 54.95% of respondents have completed an undergraduate education.

5.1.4 Percentage analysis for occupation of the respondent

Table 4: This table outlines the occupations of respondents, with students making up the majority (72.1%).

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	80	72.1	72.1	72.1
Employee	23	20.7	20.7	92.8
Businessman	2	1.8	1.8	94.6
Homemaker	6	5.4	5.4	100.0
Total	111	100.0	100.0	

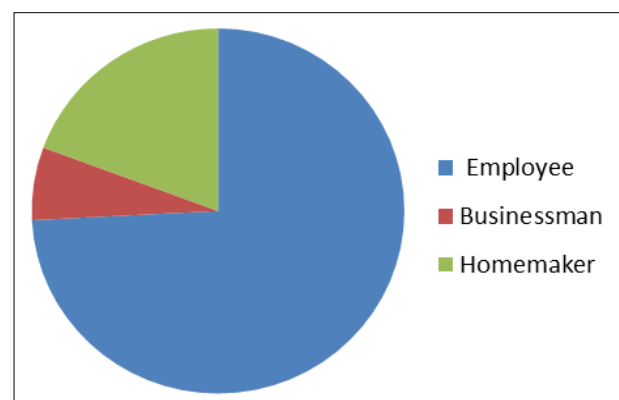


Fig 4: A pie chart showing the distribution of respondents by occupation, primarily students.

Inference: Occupational data offers meaningful insights into different facets of individuals' lives, behaviors, and broader societal patterns. According to the table, the majority of respondents are students, with 20.72% of participants identifying as employed.

5.1.5 Percentage analysis for the income of the respondent

Table 5: This table categorizes respondents' income levels, with the majority earning below ₹25,000.

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Below 25000	88	79.3	79.3	79.3
26000-35000	14	12.6	12.6	91.9
36000-45000	6	5.4	5.4	97.3
Above 56000	3	2.7	2.7	100.0
Total	111	100.0	100.0	

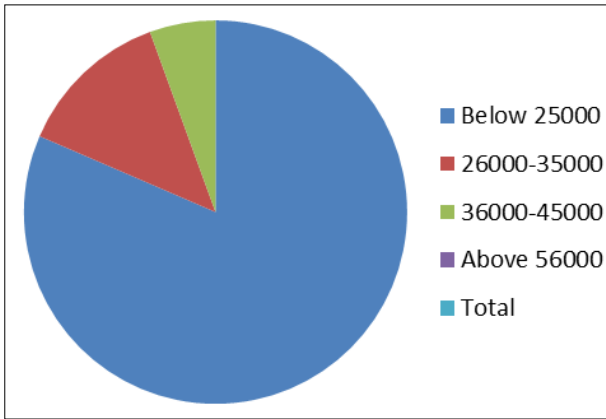


Fig 5: A pie chart illustrating income levels of respondents, most of whom fall in the below ₹25,000 category.

Inference: Researching income-related questions provides insights into economic inequality, social mobility, and wealth distribution. The pie chart indicates that 79.28% of respondents reported an income below 25,000.

5.2 anova Analysis

To determine whether a meaningful difference exists between the type of promotion and frequency:

H₀: There is no significant difference between the type of promotion and its frequency.

H₁: There is a significant difference between the type of promotion and its frequency.

Table 6: Displays the ANOVA test results, showing significant differences between promotion types and their frequency of visitation

ANOVA					
How frequently do you visit multi-brand retail showrooms?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.900	4	1.975	2.772	.031
Within Groups	75.523	106	.712		
Total	83.423	110			

Inference: The table shows a significance value of 0.031, which is below the threshold of 0.05. As a result, the null hypothesis is rejected, and the alternative hypothesis is accepted. Thus, there is a significant difference between the factors and the gender of the respondents.

5.3 CHI-Square Analysis

To examine the association between influencing factors and gender:

H₀: There is no significant association between influencing factors and gender.

H₁: There is a significant association between influencing factors and gender.

Test Statistics		
	GENDER	What factors influence your decision to visit multi-brand retail showrooms?
Chi-Square	21.631 ^a	29.315 ^b
df	1	4
Asymp. Sig.	<.001	<.001

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.5.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.2.

Inference: The table indicates a significance value of 0.001, which is below the threshold of 0.05. Consequently, the null hypothesis is rejected, and the alternative hypothesis is accepted. This implies a significant association between the factors and the gender of the respondents.

5.4 Regression Analysis

To assess the impact of price, location, quality, and

customer service on overall shopping satisfaction:

H₀: Satisfaction with price, location, quality, and customer service has no impact on the overall shopping experience.

H₁: Satisfaction with price, location, quality, and customer service does impact the overall shopping experience.

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	20.509	4	5.127	10.734	.000 ^b
	Residual	49.675	104	.478		
	Total	70.183	108			

a. Dependent Variable: How 4 are you with the overall shopping experience at the multi-brand retail showroom?

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.600	.271		5.907	.000
	How satisfied are you with the services available at multi-brand retail showrooms?	.002	.070	.002	.023	.981
	How significant is the selection when you visit multi-brand retail showrooms?	.222	.073	.292	3.030	.003
	How do you feel about the customer service at multi-brand retail showrooms?	.134	.069	.178	1.934	.056
	How important are the amenities provided at multi-brand retail showrooms?	.204	.081	.246	2.532	.013

a. Dependent Variable: How satisfied are you with your overall shopping experience at the multi-brand retail showroom?
b. Predictors: (Constant),
 How satisfied are you with the services available at multi-brand retail showrooms?
 How significant is the selection when you visit multi-brand retail showrooms?
 How do you feel about the customer service at multi-brand retail showrooms?
 How important are the amenities provided at multi-brand retail showrooms?

Inference: Based on the data presented in the table, the significance value is 0.13, which exceeds the threshold of 0.05. As a result, we accept the null hypothesis and reject the alternative hypothesis. This indicates that there is no significant difference in overall satisfaction regarding price, location, quality, and customer service.

6. Findings

The data presented in the table indicates that a significant majority of the respondents are female, comprising 72.1% of the total, as illustrated in the accompanying pie chart. Additionally, it reveals that most respondents fall within the age group of 15 to 20 years. In terms of education, 54.1% of the respondents are undergraduates. Furthermore, the table indicates that the predominant demographic among respondents is students, with only 20.7% being employed. The pie chart also highlights that 79.28% of the respondents earn below 25,000. Moreover, the data suggests that nearly 54.1% of participants expressed an intention to visit multi-brand retail showrooms. Lastly, the table shows that 33% of respondents indicated they would consider visiting these showrooms primarily for the availability of products.

7. Conclusion

This study provides valuable insights into the demographics and shopping preferences of respondents concerning multi-brand retail showrooms. The findings indicate that a predominant portion of the survey participants is female, accounting for 72.1% of the total respondents. This gender disparity may reflect broader shopping trends, suggesting that marketing strategies in multi-brand retail environments could benefit from being tailored to female consumers. Furthermore, the age distribution of respondents predominantly falls within the 15 to 20-year range,

emphasizing the importance of targeting younger consumers in retail strategies. This age group is typically more engaged in shopping experiences, especially in multi-brand settings, which often offer diverse product ranges and trendy merchandise appealing to younger shoppers.

The educational background of respondents also sheds light on their socioeconomic status, with 54.1% identifying as undergraduates. This suggests that many shoppers in multi-brand retail environments may be budget-conscious students. Retailers might consider implementing student discounts or loyalty programs to attract and retain this demographic, enhancing their shopping experience. Moreover, the data indicates that 79.28% of respondents earn below 25,000, which aligns with the undergraduate and student majority. This financial context highlights the importance of pricing strategies in multi-brand retail showrooms, as affordability will likely be a significant factor influencing purchasing decisions.

The intention to visit multi-brand retail showrooms is noteworthy, with nearly 54.1% of respondents indicating a desire to do so. This finding underscores the potential for increased foot traffic and sales in these retail spaces, particularly if marketing efforts emphasize product availability and relevance to the target demographic. The data also reveals that 33% of respondents would consider visiting these showrooms primarily for the availability of products, reinforcing the idea that a well-stocked and diverse inventory is crucial for attracting customers.

In summary, this study highlights the importance of understanding the demographics and preferences of consumers in the context of multi-brand retail showrooms. Retailers can leverage these insights to refine their marketing strategies, enhance customer engagement, and optimize product offerings. By focusing on the unique needs

and characteristics of the predominant demographic— young, predominantly female, and budget-conscious individuals—multi-brand retail showrooms can better position themselves to meet the evolving demands of their customers and drive sales growth.

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