A STUDY ON CUSTOMER BUYING BEHAVIOUR AND PATTERN AT ARVIND LIMITED , ELECTRONIC CITY , BANGALORE

Author-

Mr. Chandrashekar C USN- 1VA21BA011

Department of Management Studies,Sai Vidya Institute of Technology, Bangalore-64.

Co- Author-

Dr. Naveen G Associate Professor,

Department of Management Studies,Sai Vidya Institute of Technology, Bangalore-64.

ABSTRACT

Businesses that want to succeed in the cutthroat environment of today's market must fully comprehend the buying habits and patterns of their customers. This research examines the fundamental patterns that determine customers' purchasing behaviors and dives into the complex dynamics that affect those decisions. This research examines a variety of elements, including demographics, psychological triggers, socioeconomic impacts, and the function of digital platforms, using a combination of qualitative and quantitative research approaches.

INTRODUCTION

Understanding customer behavior has become a top issue for firms looking to remain ahead of the curve in today's dynamic and competitive business environment. Consumer buying behavior, or the method by which people choose what to buy, is a complex phenomena impacted by a wide range of internal and external influences. Businesses must now thoroughly understand the psychology underlying customer choices and the patterns that emerge from their purchase decisions as the digital age continues to change how customers engage with products and services. Businesses across sectors place a great deal of importance on the analysis of consumer purchasing habits and behavior. Companies are better able to connect their marketing strategies, product offers, and customer experiences when they have a thorough awareness of these behavioral intricacies. Suit the tastes and motives of their intended market.

FACTORS INFLUENCING CUSTOMER BUYING BEHAVIOUR AND PATTERN

1.   Psychological factors

2.   Economical factors

3.   Personal factors

4.   Technological factors

IMPORTANCE OF CUSTOMER BUYING BEHAVIOUR AND PATTERN

1.   Making Well-Informed Decisions: Understanding client purchasing patterns enables firms to make well-informed choices about the creation of new products, pricing schemes, advertising campaigns, and other matters. Businesses may adjust their offers to match the requirements and preferences of their consumers by studying what motivates them to make purchases.

2.   Effective Marketing Strategies: Businesses may develop focused and pertinent marketing efforts by having a thorough grasp of consumer behavior. Companies may improve the efficacy of their advertising campaigns by matching marketing messaging with consumer incentives.

3.   Products and services that are specifically tailored to the needs of the consumer may be created using customer insights. Since clients feel as though their demands are being satisfied, this customisation increases customer happiness and loyalty.

4.   Improved Customer Experience: Recognizing consumer trends enables companies to deliver smooth and pleasant customer experiences.

5.   Enhanced Customer Loyalty: Companies may increase customer loyalty by catering to client preferences and habits. Customers who are happy and devoted to a brand are more inclined to make additional purchases and suggest it to others.

LITERATURE REVIEW

Oriah Akir and Md. Nor Othman (2010)

He stated Customer behaviour theorists generally believe that customer behaviour theories can be applied globally but customer preferences and tastes are influenced by their cultural background.

Schutte and Ciarlante, 2008

He investigated the customers shopping behaviour pattern on selected customer goods and address the issues on what they buying, why they purchase, when they are obtaining, where they procure, how much and how frequently do they buy.

Gloria W.W. Chan, Moez Limayem, Lei Zhu, Timothy Kwong, and Christy M. K. Cheung(2009)

They have stated framework with three key building blocks (intention, adoption, and continuance) so as to evaluate the online customer behavior in a systematic way. This proposed framework not onry provides us with a cohesive view of online customer behavior, but also serves as a salient guideline for researchers in this area.

Keller, K. L., and Kotler, P. (2016)

The writers examine a range of internal and external elements, including situational, social, cultural, psychological, and psychological factors, that have an impact on consumers' purchasedecisions.

Wenyu Dou (2007)

Customers attitudes toward currently available substances are undesirably correlated with their acceptance of market innovations, but independent decision-making and a liking for high-tech products are positively correlated. The extent of the influence of consumption attitudes also depends on the demographics of the consumer. Customers who are older and have minor incomes are more affected by the effects.

RESEARCH GAP

The limited investigation of the impact of developing technologies and their influence on customer decision-making processes is one potential research gap in study of customer buying behavior and patterns. The rapid development of technology, particularly in the digital and e- commerce space, has introduced new variables that may change customer behavior, even though conventional criteria like price, product quality, and brand reputation still play a big role in influencing consumer choices. There is still a gap in the literature regarding how elements like artificial intelligence, virtual reality, augmented reality, and tailored marketing methods influence how customers make purchasing decisions. For firms to more effectively adjust their marketing tactics and boost customer satisfaction, this research gap needs to be filled.

RESEARCH DESIGN SOURCE OF DATA:

Data sources: Both primary and secondary sources are employed as needed for the study's objectives.

(1)   The main data source: The thoughts of the people gathered utilizing questionnaires and schedules are the focal foundation of data.

(2)   Secondary data source: Secondary data sources are utilized to supplement primary data sources. Reference is made to subordinate data that has been accessible in periodicals like magazines, journals, enquiry reports, articles, websites, etc.

TOOLS FOR ANALYSIS

A.   Simple random technique

B.   Charts

C.   Tables

SAMPLING

In simple random technique 303 customers are choosen for analysis.

RESEARCH OBJECTIVES

▪ To findout the brand useage ,brand perception, brand liking towards a brand of a clothing in Arvind limited.

▪ To determine the factors inducing in the decision making of a purchaser in Arvind limited.

▪ To identify rating of Arvind limited on its overall quality with that of its opponents.

▪ To analyse what makes Arvind limited different from supplementary brands.

DATA ANALYSIS

RELIABILITY ANALYSIS

Case Processing Summary

		N	%
Cases	Valid	302	99.7
	Excludedᵃ	1	.3
	Total	303	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.913	40

Data Interpretation:

A Cronbach's alpha of 0.913 demonstrations that the questionnaire's 40 items have a high gradation of internal consistency. This shows that the scale's elements are consistently and accurately assessing the same underlying construct. Due to this scale's good internal consistency, researchers and practitioners can use it to evaluate the desired construct with a high level of confidence.

Correlation

Correlations									
		Q1	Q2	Q11	Q 12	Q21	Q22	Q31	Q32
Q1	Pearson Correlation	1	.324**	.322**	.252**	.285**	.210**	.270**	.155**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	.007
	N	303	303	303	302	303	303	303	303
Q2	Pearson Correlation	.324**	1	.175**	.141*	.131*	.168**	.187**	.182**
	Sig. (2-tailed)	<.001		.002	.014	.023	.003	.001	.001
	N	303	303	303	302	303	303	303	303
Q11	Pearson Correlation	.322**	.175**	1	.313**	.297**	.174**	.304**	.137*
	Sig. (2-tailed)	<.001	.002		<.001	<.001	.002	<.001	.017
	N	303	303	303	302	303	303	303	303
Q12	Pearson Correlation	.252**	.141*	.313**	1	.158**	.091	.125*	.060
	Sig. (2-tailed)	<.001	.014	<.001		.006	.114	.030	.299
	N	302	302	302	302	302	302	302	302
Q21	Pearson Correlation	.285**	.131*	.297**	.158**	1	.298**	.334**	.206**
	Sig. (2-tailed)	<.001	.023	<.001	.006		<.001	<.001	<.001
	N	303	303	303	302	303	303	303	303
Q22	Pearson Correlation	.210**	.168**	.174**	.091	.298**	1	.188**	.210**

	Sig. (2-tailed)	<.001	.003	.002	.114	<.001		.001	<.001
	N	303	303	303	302	303	303	303	303
Q31	Pearson Correlation	.270**	.187**	.304**	.125*	.334**	.188**	1	.198**
	Sig. (2-tailed)	<.001	.001	<.001	.030	<.001	.001		<.001
	N	303	303	303	302	303	303	303	303
Q32	Pearson Correlation	.155**	.182**	.137*	.060	.206**	.210**	.198**	1
	Sig. (2-tailed)	.007	.001	.017	.299	<.001	<.001	<.001	
	N	303	303	303	302	303	303	303	303

Data Interpretation:

These correlations imply there are beneficial connections between a sum of elements pertaining to the apparel products provided by Arvind Limited. People who frequently buy apparel from Arvind Limited, for instance, might highly regard the quality of those products and take into account the newest fashion trends while making judgments. Similar to how impressions of craftsmanship and attention to detail may be related to perceptions of durability and materialsin Arvind Limited's clothing items.

Chi-Square Test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.342a	4	.673
Possibility Ratio	2.349	4	.672
Linear-by-Linear Association	.020	1	.889
N of Valid Cases	303		

Data Interpretation:

The findings imply there is little evidence of a gender gap in customers' overall happiness with their Arvind Limited buying experiences. Both male and female respondents report similar levels of pleasure. The absence of statistical significance in the chi-square test and symmetric measures lends additional support to the idea that gender has slight stimulus on how satisfied regulars are with the store.

FINDINGS

- Highest of the respondents are familiar with Arvind Limited. It can be seen that company creates a very good image with customers.

- Major respondents only purchased products from Arvind Limited for personal use.

- Utmost customers prefer to visit Arvind Limited than other shopping malls, which is good feedback.

- Foremost customers prefer to shop from Arvind Limited because of reasonable price and the product availability.

- Customers also prefer to shop from Arvind Limited because Arvind Limited has many offers and discounts.

- Maximal customers agree that Arvind Limited provides value for their money.

- Ultimate customers refer their friends and relatives to Arvind Limited since they are very satisfied with Arvind Limited facilities and services provided to them.

- The majority customers prefer to visit Arvind Limited with their friends.

- Highest customers like the atmosphere at Arvind Limited.

SUGGESTIONS

- Arvind Limited should arrange a meeting with its clients and absorb their suggestions to help the company improve operational efficiency.

- Company should create more unique offers to attract customers.

- A strategy should be developed in which the referrer will gain some advantage for increased word of mouth.

- Most of firm's clients are between the eternities of 20 and 30. Therefore the company should focus more on these customers to increase sales.

- Arvind Limited must train their store staff so that they can easily convince potential buyers.

- Arvind Limited need to focus more on Customer Relationship Management (CRM).

- Enterprise have to cooperate with international brands because nowadays most customers prefer western style products. It just means that the culture is changing day by day.

- Instead of focusing on winning new customers, Arvind Limited should focus on its loyal customers to maintain the relationship between them.

- Arvind Limited shall come up with an idea that will reduce the perception in the mind of customers about low price = poor quality and also help Arvind Limited increase sales. Due to this perception, many clients do not come to Arvind Limited.

CONCLUSION

The important reason behind studying customer behavior is that it plays an vital role in our lives. With the support of customer behavior research, a lot of time is saved like thinking about the store, asking the retailer for help, choosing a product, etc.

This study reveals factors related to customer behaviour, i.e. how customers buy products from Arvind Limited shopping mall or on what basis customers choose shopping mall as Arvind Limited. This research finds many reasons such as infrastructure, discounts, incentives, product availability or product variety that make customers choose Arvind Shopping Center Limited to make a purchase.

Customers appreciate organized retail because it saves them time when shopping and also gives them value for money. Customer life style is completely different now, customers don't want to waste their time, everyone is busy in this world. Everyone wants new installs to save them time, so if an install helps them, they take it. In the former, there were not many conveniences, the customer's income was less, aas well as the instruction level, the customer's income level is increasing, and now most customers also have a high level of education, so their behavior customers also change because of these factors. The main conclusion drawn from this study of customer behavior is that in today's modern lifestyle, most people prefer organized retail.

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WEB LINKS

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