



## “A STUDY ON FACTORS INFLUENCING CUSTOMER SATISFACTION AND THEIR PREFERENCE IN SELECTING A BRAND IN RETAIL SECTORS WITH REFERENCE TO MYSORE CITY”

**Malini B M**

*Assistant Professor, St Philomena's College (Autonomous) Mysore.*

### 1. Abstract

From many decades understanding the consumer preference and their perception among retail sectors and also the availability of various brand will significantly influence the satisfaction level of the customers and also, they tend to prefer repetitive purchase in the same retail stores. The study also helps to understand the significant relationship between independent and dependent variables are identified to determine their significance in customer preference to choose a particular retail store is been addressed. **Research Methodology:** The study is based on conclusive research design and it is descriptive in nature, wherein, primary data is been gathered with the help of structured questionnaire consisting 30 questionnaires that includes all major factors of the variables and also the demographics of the individual respondents. **Sampling and Data Collection:** Totally 100 individual customers of retail stores were chosen has respondents and the samples were selected by using the convenient sampling technique. **Results:** Major finding of this study is consumer preference of choosing their own retail stores as they are loyal towards the retails stores because they have a significant relationship with the independent variable like brand awareness, perceived quality, brand image, attitude, brand loyalty which influences the individual to prefer the same retail stores.

**Key Words:** *Customer, Brand Preference, Retail Stores, Service, Awareness.*

### 2. Introduction

From past many decades, choosing any branded products in a retail store has a significance on their values, identification, its structure, design and many more are symbolized in which they distinguish many retails on the basis of the retail being organized or the unorganized retail stores. The core components in preferring the same acts as rivals for the customers willing to purchase the product. Any branding aspects with respect to retail stores have a clarity and projects clear vision on product or service offered by the retails to satisfy the needs and requirements of the customers. The brands which are more familiar and very much known to individuals have their own way of identification to the customers, wherein they can remember the brand based on its popularity and slogans and their availability in the nearest retails, in which the same satisfies the customer and tend to prefer the same retail store for the repetitive purchases. Adding on further the preference of the customers will help the retail stores to build more reputation and in result tends build strong recommendation in their mind to prefer the likely retail stores over other. Over the period of time competitors tends to differentiate their own services along with which they try to attract the new customers along with retaining the existing customers, wherein these retail stores, significantly organized retail stores provide various offers to the customers to retain them and also to gain competitive edge over their competitors with an effective marketing strategy.

Hence any retail stores preference by the customers is purely based on their level of perception and also the perceived value of the retail services and also the level of satisfaction that the retail stores will be able to build in the mind of the customers, in which it influences the customers to make a purchase decision on the preferred retail stores. Even though the preference is based on the past experience,



knowledge about the availability of products and services offered by the retail along with the benefits offered by the retail stores to satisfy the needs of the customers, wherein customers tend to dictate terms as they have plenty of options available to make a purchase decision on choosing the specific retail stores.

### 3. Literature Review

**Sethuraman & Cole, 2020**, in their study concentrated more towards the perceived quality of products and services among the retail stores in which they tend to offer more add on values to benefit the consumer purchase and it also helps in evaluations such that these parameters will influence the customers to prefer specific retail stores products and the reason of preference is may be independent. , **Dobbin & Zink ham, 2020**, in this study, they have addressed the reason for choosing retail stores for their purchases and also the customer preference in choosing the specific retail stores irrespective of their market value and other components. **Bloemer 2019 and Kim 2019**, in their study addresses about the loyalty of customers on the retail which are in more associated with influential factors contributes for the customer being satisfied with the retail stores and prefer to purchase their product from specific stores that they are associated with from long duration. **Anna Kuikka et.al, 2018**, the major objective of this study is to determine the factors influencing customers preferring their likely retail stores over the other competitors showing the customer loyalty towards the retail stores. This study included the responses from 800 effective responses to explore the reason for customer satisfaction among the retail stores, such that they can avail effective product and service quality from the retail stores to satisfy the needs of the customers. **Ahmed Alamro 2018**, addresses about the reasons for retail store preference for their required product purchasing, wherein many reasons influence the customers to be more satisfied with the retail stores and these influences customer to be loyal towards the specific retail stores. This study has gathered information from 500 respondents across the state of Karnataka and the data was gathered with the help of questionnaires provided to the customers of retail stores to avail various benefits from the retail sectors. **Ravi Aradhya 2018**, in their study addressed more about the importance of customer satisfaction among retail stores which are more of consumer based and their offers satisfies the needs of the customer along with the required service quality is been offered to the customers. **Tho D.Nguyen, 2017**, in this study tried to compare the key factors influences customer loyalty towards the retail stores and measuring the customer reference of specific retail stores in the emerging and competitive market along the factors influence customers to avail service from their likely retail stores, wherein the retail stores are happy enough to provide the require benefits to the customers and make them to be loyal to the company for the longer duration.

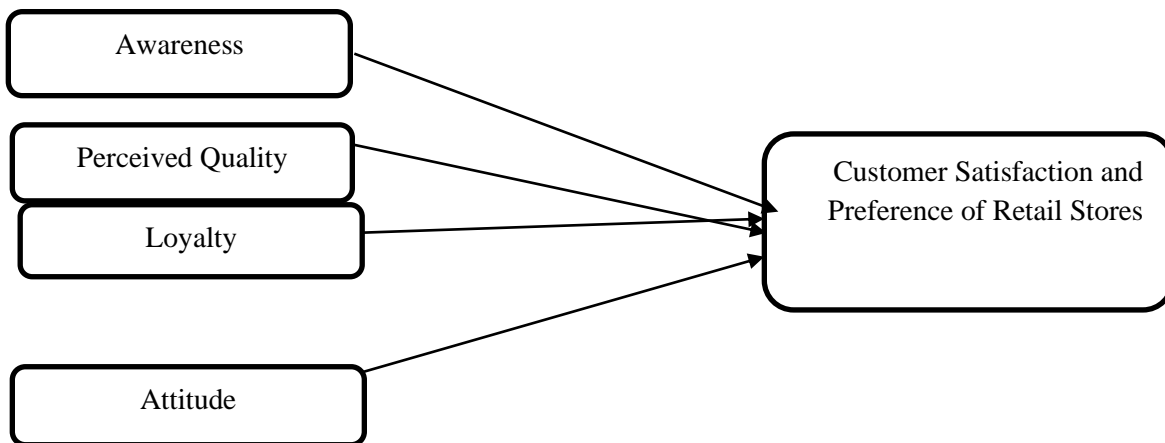
### 4. Research Design and Methodology

#### 4.1 Objectives

1. To identify the key factors that influence preferring specific retail stores.
2. To analyse the impact of key factors on customer preference of specific retail stores in Mysore city.
3. To advocate the best practices of specific retail sectors to influence customer preference.



## 4.2 Conceptual Model.



**Flow Chart 1: Working Model**

## 4.3 Methodology.

**a. Research Design:** In this study it consists of quantitative research with explanative method is the primary kind of research practice implemented on the base of conclusive research design and descriptive statistics is used to identify and examine relationship with in and among variables that helps to generalizations and explain the description close to the object of inquiry.

**b. Data Collection:** This study consists of primary data, gathered with the help of a structured questionnaires on the five point's likert's scale. Sample size of 100 individual customers of specific retail stores in Mysore City are chosen has respondents by the non- probability sampling technique convenient sampling is been used to collect the data. The data was collected during the period of Feb-March 2022. **Statistical Tools:** Analysis of the study is been carried out with the help of SPSS software, wherein tools such as descriptive statistics, factor analysis, reliability and regression are used.

## 4.7 Hypothesis

H01: There is no statistical significance between variable awareness & consumer preference of retail stores.

H02: There is no statistical significance between variable perceived quality & consumer preference of retail stores.

H03: There is no statistical significance between variable loyalty & consumer preference of retail stores.

H04: There is no statistical significance between variable Attitude & consumer preference of retail stores.

## 5. Data Analysis & Interpretation.

*Source: Primary Data*

*SPSS Output*



**Table 1: Descriptive Statistics**

DS				
	Skew		Kurt	
	Stat	SE	Stat	SE
Product awareness1	-1.077	0.241	0.194	0.478
Product awareness2	-0.817	0.241	1.188	0.478
Product awareness3	-0.409	0.241	-0.914	0.478
Stores loyalty1	0.339	0.241	-1.255	0.478
Stores loyalty2	-0.966	0.241	0.428	0.478
Stores loyalty3	-1.034	0.241	0.375	0.478
Perceived quality1	-0.49	0.241	-0.534	0.478
Perceived quality2	-0.713	0.241	0.966	0.478
Perceived quality3	-0.531	0.241	-0.085	0.478
Perceived quality4	-0.849	0.241	1.101	0.478
Perceived quality5	-0.399	0.241	-0.824	0.478
Attitude1	-1.149	0.241	1.186	0.478
Attitude2	-1.181	0.241	2.014	0.478
Attitude3	0.102	0.241	-0.404	0.478
Attitude4	-0.481	0.241	-0.191	0.478
Attitude5	-0.628	0.241	-0.751	0.478
Consumer preference1	-0.72	0.241	-0.65	0.478
Consumer preference2	-0.304	0.241	-1.176	0.478
Consumer preference3	-0.144	0.241	-1.151	0.478
Consumer preference4	-0.874	0.241	-0.308	0.478

The above table illustrate the descriptive statistics of the collected primary data, wherein, the values of skewness is less than 3, showing that the degree is in the direction of asymmetric in nature & the value of kurtosis is less than 11 stating that the data collected is normalized & valid enough to carry out the further process.



### 5.1 Factor Analysis.

Source: Primary Data

SPSS Output

**Table 2: Factor Analysis of Independent Variable**

KMO & Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.664
Bartlett's Test of Sphericity	Approx. Chi-Square	1929.811
	Df	190
	Sig.	0

The above KMO & the sampling adequacy for each variable is determined as 0.664 & 0.758 states that the factor grouping of homogeneous factors is greater than that of 0.5 stating the grouping is valid enough to carry out the further process.

### 5.2 Factor Analysis of Dependent Variable.

Source: Primary Data

SPSS Output

**Table 3: Factor Analysis of Dependent Variable**

KMO & Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.758
Bartlett's Test of Sphericity	Approx. Chi-Square	1054.83
	Df	105
	Sig.	0

### 5.3 Reliability Results.

Source: Primary Data

SPSS Output



**Table 4: Reliability Statistics of Homogeneous Grouping**

Factors	Cronbach's constant	Number of Items
Customer Satisfaction and Preference of Retail Stores	.886	4
Product Awareness	.748	2
Store Loyalty	.792	4
Attitude	.766	4
Perceived Quality	.909	4

The above analysis states the value of 'Cronbach's Alpha' which helps to understand internal consistency related to factor grouping. From the above table of reliability statistics, it shows that all the factors that are grouped in rotated component matrix is greater than 0.7 i.e., 70%, it can be stated that the homogenous grouping formed in rotated component matrix the factor grouping by overcoming or eliminating the underlying factors is valid & useful for the further analysis.

### 5.5 Regression Analysis Results.

Source: Primary Data

SPSS Output

**Table 5: Regression Analysis Result**

Model	Std coefficients (Beta)	T	Sig
Product Awareness	.775	1.485	.001
Store Loyalty	.708	4.586	.000
Attitude	.587	2.112	.004
Perceived Quality	.878	2.145	.000

Dependent variable: Customer Satisfaction and Preference of Retail Stores

### 5.6 Major Findings

- The above value of .001 states that the variable Product Awareness as the influence on variable Customer Satisfaction and Preference of Retail Stores. Such that, first null hypothesis is rejected.
- The above value of .000 states that the variable Perceived Quality as the influence on variable Customer Satisfaction and Preference of Retail Stores. Such that, second null hypothesis is rejected.
- The above value of .000 states that the variable Store Loyalty as the influence on variable Customer Satisfaction and Preference of Retail Stores. Such that, third null hypothesis is rejected.
- The above value of .004 states that the variable Attitude as the influence on variable Customer Satisfaction and Preference of Retail Stores. Such that, fourth null hypothesis is rejected.



## 6. Conclusion

The factor variables are enlisted & conceptualized through research methodology & the results were found. Independent variables such as product awareness, perceived quality and attitude & store loyalty were considered. The dependent variable customer satisfaction and preference of retail stores was considered. Initially the factor analysis of variables was grouped, named & tested for their reliability to check the relevancy of data & further regression test to determine the significant relationship among the selected variables in the study. From the above findings of the study, it is clearly evident is identified independent and dependent variable selected through the literature have statistical influence on the customer preferring the retail sectors within the available in the city of Mysore. The study also states that the various retail sectors available must make sure that they need to provide advance quality, make customer aware of the various benefits, develop image to higher ranks & many more so that the customer tends to prefer the same retail sectors throughout & build customer loyalty.

## 7. References

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