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## **A Study on Consumer Buying Behaviour with Departmental Stores in Bangalore**

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### **Abstract:**

The growth in the Indian organized retail market is mainly due to the change in the consumer behaviour. Organized sector in retailing has to go a long way to understand the customer requirements. Consumer behaviour is an important factor that will help them to tap the consumer in a better way. Consumers always look for the benefits of shopping in an organized retail store in the terms of self, selection, etc. Variety and also seek value for the money they pay and purchasing the convenience goods. Introduction Consumer buying behaviour refers to the buying behaviour of the ultimate customers. Consumer behaviour has been always of great interest to marketers. A consumer buying behaviour is influenced by social, cultural, personal and psychological factors. Consumer behaviour refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. A Departmental store in any city is a large retail trading organization as the level of services is very high. Department store are very large stores offering a huge assortment of " soft " and " hard " goods which often bear a resemblance to a collection of specialty stores.

**Keywords: Consumer, behaviour, departmental stores, Bangalore, retail market.**

### **INTRODUCTION**

Consumer buying behaviour in the sum total of a consumer's attitudes, preferences, intentions and or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics.

A consumer's buyer behaviour is influenced by four major factors such as cultural, social, personal and is essential decision regarding the consumer's behaviour in the market place when purchasing a product as marketing mix strategies can be developed to appeal to



the preferences of the target market. When purchasing any product, a consumer goes through a decision process. This process psychological factors. These factors cause consumer to develop product and brand preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their impact consist of up to five stages: problem recognition, information search, evaluation of alternatives, purchase decision, post purchase behaviour.

As a consumer we are all unique and this uniqueness is reflected in the consumption pattern and the process of purchase. The study of consumer behaviour provides us with reasons why consumers differ from one another in buying using products and services. We receives stimuli from the environment and the specifies of the marketing strategies of different products and services and responds to the stimuli in terms of either buying or not buying products. In between the stage of receiving the stimuli and responding to it the consumer goes through the process of marking decisions

## **REVIEW OF LITERATURE**

According to Bhattacharya (2003) stated that consumer behaviour referred to the mental and emotional process and the observable behaviour of consumer during searching, purchasing and post consumption of a product or service consumer behaviour involved study of how people buy, what they buy, when they buy.

According to George (2006), suggested that retail patronage idea such as the concepts of store choice and frequency of visit. In this study, meta-analysis suggested that variouspredictors (Eg, service, product selection, quality) where strongly related to shoppers retail choice, where as other (Eg , store attitude) were important of shopping frequency.

According to Vikkraman (2012), noted that customer satisfaction was widely recognized as a key pressure in the formation of consumer's future intentions satisfied customer were also likely to tell others of their favourable experiences and thus engage in positive word of mouth advertising.

According to Brijesh (2013), found out the factors affecting the customer satisfaction of organized retail stores. Result of factor analysis showed that five factors namely 'product convenience', 'physical features' and 'pricing' had led to the customer satisfaction of organized retail stores.



According to Mohamed (2016), identify several factors that influence the buying behaviour internal or psychological factors, social factors, cultural factors, economic factors and personal factors.

According to Mohammad Umair (2013), skyword publisher fourth edition the central focus of marketing is an understanding different customer and satisfying their needs, however needs have customer varies and they are not identical and it is not possible to satisfy all customers.

According to Amarpreet sing, (2010), Kalyan publisher consumer in rural areas is classified into three different groups they are firstly the rich secondly the middle class and thirdly the poor. The poor purchasing power is less but strength is more.

According to Dr K Karunakara, (2007), Himalaya publication third edition consumers as individual all differ in many ways in likely, dislikable attitudes, cultural background income level etc. Consumer play important role in the overall health of the economy. The demand for basic raw materials for transportation for production etc.

According to Shashikgupta (2013), kalyan publisher “consumer is the king” there is perpetual effort to understand the buying behaviour of the consumer to identify the factors that motivate a consumer to buy a particular products.

According to Mohammadsa (2016), factors affecting the consumer buying behaviour purchase are various such as social, cultural, economical, personal and psychological.

According to Shama, (2012), consumer’s wants are unlimited and the resources to satisfy these wants are limited so consumer thinks rationally before buying any products.

According to Raj Arora (1995), addressed the important issue of service quality and customer satisfaction in the highly competitive property and casualty insurance industry. He suggested that consistent delivery of high quality service is imperative to retain customers and that the customer’s loyalty towards the company is short live at best.

According to M.K Purshothama (2013), Himalaya publication first edition the individual, the product category and the present scenario is involved in consumer behaviour. The field of consumer behaviour is the study of individuals groups or organizations and the process they use to select, secure, use and dispose of products, services, experience or ideas to satisfy the needs of consumer and society.



According to Shostack (1984), has assumed that good service is a function of the particular style of an entrepreneur or business and that it cannot be quantitatively analyzed. It has been suggested that alternative methods of delivery should make customers feel special, requiring training and performance standards which stress on Courtney and credibility.

According to Berry (1992), suggests that the service revolution must occur on two levels a basic change in attitude and a raising of aspiration for service quality and implementation of the culture and tools that make quality improvement a habit.

According to Daniel L (1995), predicted that consumers believe in a price, quality relationship for searching based high credence properties.

According to Jagdip (1985), attempted to explain a component of the post purchasing phenomenon in particular. The study resulted in realizing the relative importance of cognitive or expectancy value judgment

## **INDUSTRY PROFILE**

Consumer behaviour entails “all activities” associated with the purchase, use and disposal of goods and services, including the consumer's emotional mental and behavioural responses that precede or follow these activities. Consumer behaviour is concerned with purchase activities, consumption activities, disposal activities.

In the 1940s and 50’s marketing was dominated by the so-called classical schools of thought which were highly descriptive and relied heavily on case study approaches with only occasional use of interview methods. At the end of the 1950s, two important report criticised marketing for its lack of methodological rigor, especially the failure to adopt mathematically-oriented behavioural science research methods. The stage was set for marketing to become more interdisciplinary by adopting a consumer behaviour perspective. As a result, new substantive knowledge was added to the marketing discipline- including such ideas as opinions, leadership, reference groups and brand loyalty. Market segmentation especially demographic segmentation based on socioeconomic status index and household life-cycle, also became fashionable.

In its early years, consumer behaviour was heavily influenced by motivation research which had increased the understanding of customers and had been used extensively by consultants



in the advertising industry and also within the discipline of psychology in the 1920s, 30's, 40's,. By the 1950s marketing began to adopt techniques used by motivational researchers including depth interviews, projective techniques, a range of qualitative and quantitative research methods.

Today, consumer behaviour is regarded as an important sub-discipline within marketing and included as a unit of study in almost undergraduate marketing programs. The study of consumer behaviour is concerned with all aspects of purchasing behaviour- from pre-purchase activities through to post-purchase consumption, evaluation and disposal activities. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. However, new research methods such as ethnography and consumer neuroscience and shedding new light on how consumer make decisions.

### **RESEARCH GAP**

It is observed that there is no research which is conducted in the field of understanding the impact of consumer buying behaviour pattern which consists of 5 stages- problem recognition, information to ascertain the factors influencing the purchase of products in departmental stores. Therefore, there is necessity to provide consistent delivery of high quality service which is imperative to retain customers and that the customer's loyalty towards the departmental stores.

### **OBJECTIVE:**

1. To study the consumer buying behaviour towards products.
2. To identify the level of satisfaction of the products.
3. To ascertain the factors influencing the purchase of products.
4. To find out the socio-economic status of the consumer.

### **SCOPE**

The scope of a subject refers to everything that is studied as a part of the subject. When we set out to explain the scope of consumer buying pattern with departmental store in Bangalore, we need to refer to all that which forms part of consumer behaviour. Consumer buying behaviour includes not only the actual buyer and his act of buying but also the various roles played by different individuals and the influence they exert on the final purchase decision.



## **SIGNIFICANCE**

The study shows customers buying pattern with departmental stores in Bangalore. The research is also important to identify market size, growth and potential of departmental stores in Bangalore. The research shows future scenario of departmental stores in current perspective. The study shows opportunities and challenges for departmental stores respect of internal and external environment. Research says about customer buying behaviour towards departmental stores in Bangalore. The study helps to know the customers satisfaction with departmental stores.

## **LIMITATIONS**

1. The biggest drawback of consumer buying behaviour is that consumers rarely apply the same steps in the same way for every product and service purchase.
2. Another primary limitation for marketers using the consumer buying behaviour model is that consumers sometimes are much less involved in a purchase decision.
3. Marketers spend significant time trying to interpret consumer buying behaviour related to their products, but they must also understand how each given customer is influenced externally by social relationship and culture.
4. When the buyers are busy we can't get proper information from them.
5. Some customers were not willing to give appointment due to their busy schedule.
6. Due to very large size of the population, only a selected sample of customer could be contacted.

## **HYPOTHESIS**

H<sub>1</sub> Price of the product may effect May effect the consumer.

H<sub>0</sub> Price of the product does not effect the consumer.

H<sub>2</sub> Few families in India prefer departmental product.

H<sub>0</sub> Few families in India do not prefer departmental products.

H<sub>3</sub> Customers in the age group of 26-35 years shop at departmental stores.

$H_0$  Customers in the age group of 26-35 years do not shop at departmental stores.

$H_4$  Most of the customers are interested to visit the departmental stores.

$H_0$  Only few customers are interested to visit the departmental stores.

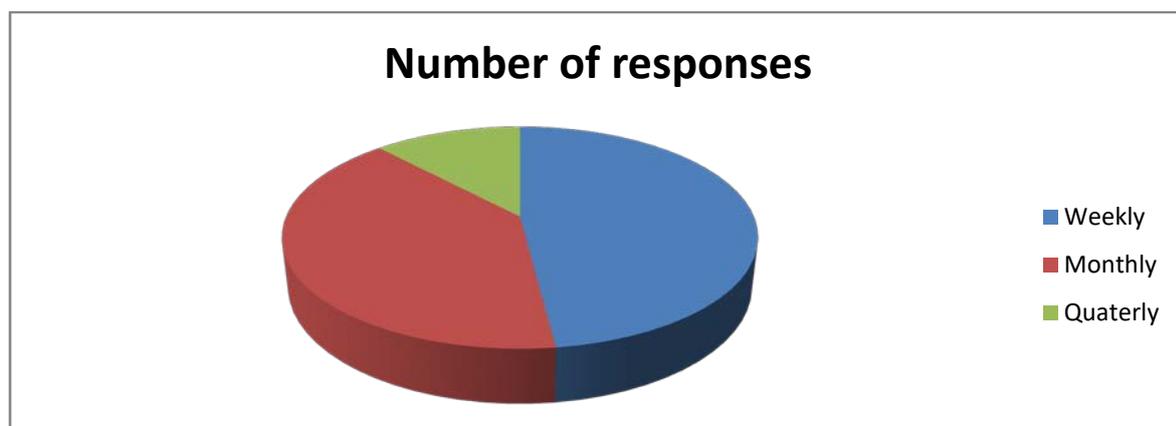
### DATA ANALYSIS AND INTERPRETATION

TABLE 1: Table depicting the consumers visiting departmental stores.

Particulars	Number of responses	Percentage
Weekly	48	48%
Monthly	40	40%
Quarterly	12	12%
Total	100	100%

Data Analysis: The table depicts that the survey which is conducted on consumers visiting departmental stores. Out of which 48% consumer prefer to visit weekly because it is convenient. Next 40 % of the consumers visit monthly during festival. And 12% of consumers prefer to visit quarterly.

GRAPH 1: Graph depicting about the consumers visiting departmental stores.



Data Interpretation: The graph depicts that 48% of the consumer visit departmental store because consumers prefer to purchase fresh item when it is required, 40% of consumers visit

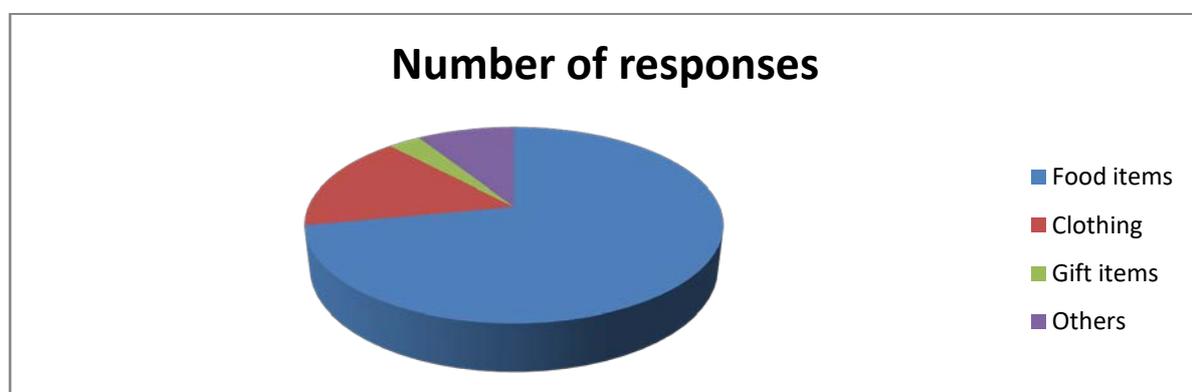
departmental stores monthly whenever offers and discounts are available like buy one get one free and 12% of the consumers visit departmental stores quarterly because they may buy in bulk.

TABLE 2: Table depicting the type of products purchased in departmental stores.

Particulars	Number of responses	Percentage
Food items	72	72%
Clothing	16	16%
Gift items	3	3%
Others	9	9%
Total	100	100%

Data analysis: The above table depicts about the type of products consumer purchases in departmental stores, 72% of the consumer purchases different food items because food is necessary for human being to sustain 16% of the consumers purchase clothes according their preferences, 3% of the consumers purchase gift items and 9% of the consumers purchase for others purpose.

GRAPH 2: Graph depicting the type of products purchased in departmental stores.



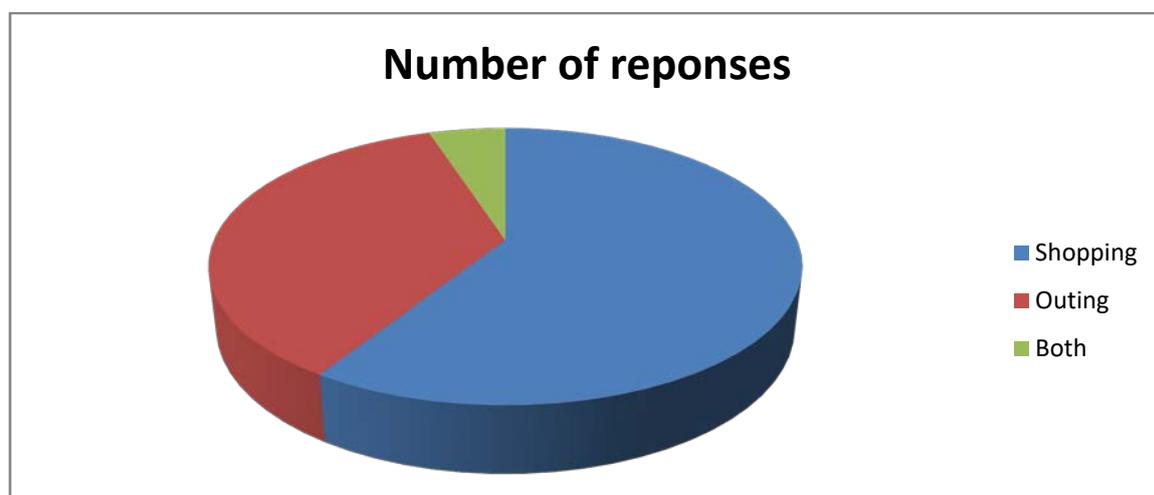
Data Interpretation: The graph depicts about the type of products consumer purchases in departmental stores, 72% of the consumer purchases different food items because food is any substance consumed to provide nutritional support for an organism, 16% of the consumers purchase because it reflects an individual's culture, personality and preferences, 3% of the consumers purchase gift items for their loved once and 9% of the consumers purchase for other purpose.

TABLE 3: Table depicting the purpose of consumers for visiting departmental stores.

Particulars	Number of responses	Percentage
Shopping	59	59%
Outing	36	36%
Both	5	5%
Total	100	100%

Data Analysis: The above table depicts about the purpose of visiting departmental stores. 59% that is majority of the consumer visit departmental stores for shopping. 36% of the consumer visit departmental stores for outing. And 5 % of the consumers visit departmental stores both for sopping purpose and outing.

GRAPH 3: Graph depicting the purpose of consumers visiting departmental stores.



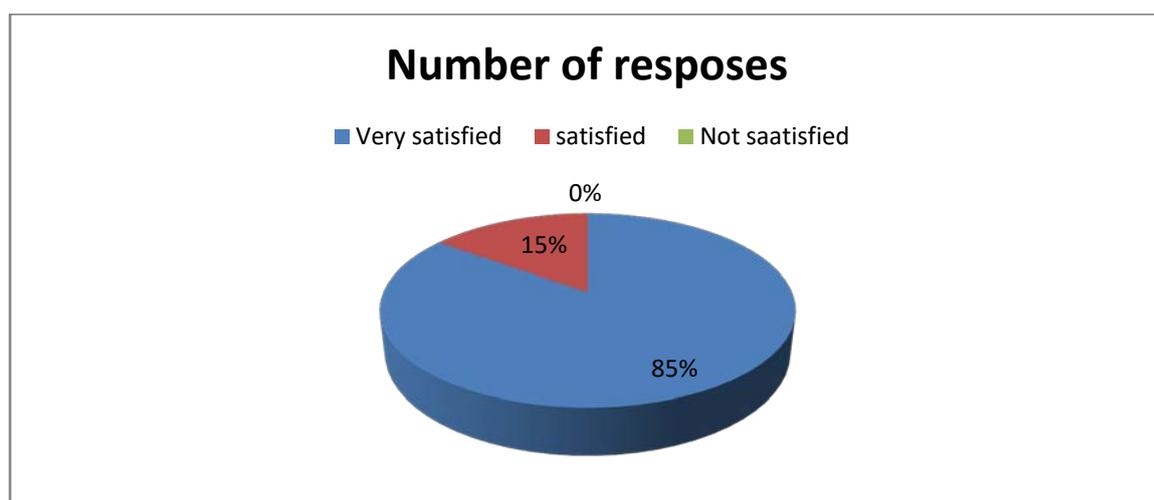
Data Interpretation: The graph depicts that 56% of the consumer visits departmental stores for shopping because shopping makes consumers feels happy while shopping. 36% of the consumers visit departmental stores for outing its nothing but window shopping. And other 5 % of consumers visit both for shopping as well as for outing.

TABLE 4: Table depicting the consumer satisfaction about the product.

Particulars	Number of responses	Percentage
Very satisfied	85	85%
Satisfied	15	15%
Not satisfied	0	0%
Total	100	100%

Data Analysis: The above that table depicts the consumer satisfaction with regards to product, 85% of the consumers are very satisfied of the product they purchase, 15 % of the consumers are satisfied maybe they are little dissatisfied with regards to the product.

GRAPH 4: Graph depicts the consumer satisfaction about the product.



The graph depicts about the consumer satisfaction with regards to product, 85% of the consumers are very satisfied because of the good quality and quantity of the products, 15 %

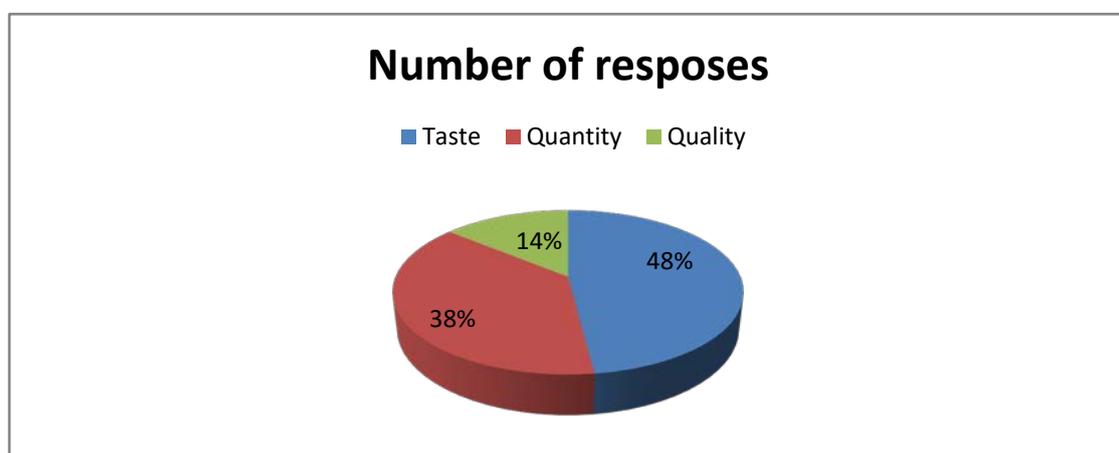
of the consumers are satisfied because it depends upon the mindset of the consumers it may defer from one consumer.

TABLE 5: Table depicting the problems faced with regards to product.

Particulars	Number of responses	Percentage
Taste	48	48%
Quantity	38	38%
Quality	14	14%
Total	100	100%

Data Analysis: The table depicts that the survey which is conducted on problems faced with regards to the products, 48% of the consumers face problems with regards to taste because taste may defer from one consumer to another, 38% of the consumer face problem with regards to quantity and 14% of the consumer face problem with regards to quality of the product.

GRAPH 5: Graph depicting the problems faced with regards to the product.



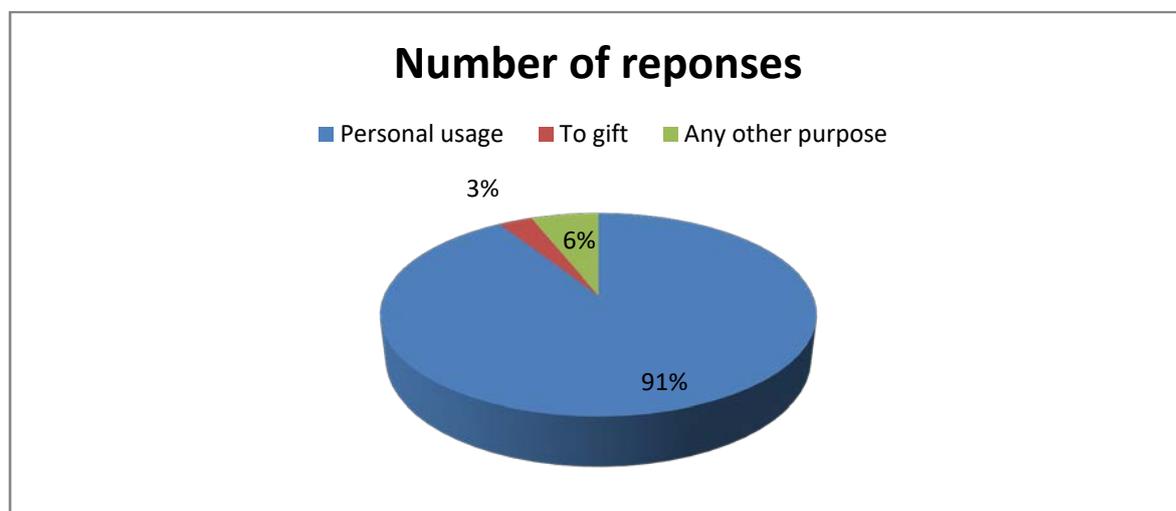
Data Interpretation: The graph depicts that problems faced by consumers with regards to the products, 48% of the consumers face problems with tastes and preferences because it defer from one consumer to another, 38% of the consumers face problems related to quantity because of the carelessness of the manufacturers and 14% of the consumers face problems related to quality of the product because they use preservatives in the products therefore the consumer faces problems.

TABLE 6: Table depicts the consumer main purpose of purchase.

Particulars	Number of responses	Percentage
Personal usage	91	91%
To gift	3	3%
Any other purpose	6	6%
Total	100	100%

Data Analysis: The table depicts about consumers main purpose of purchase. Majority 91% of the consumers purchase for their personal usage, 3% purchase gifts. And 6% of consumers purchases for other purpose.

GRAPH 6: Graph depicting about the consumers main purpose of purchase.



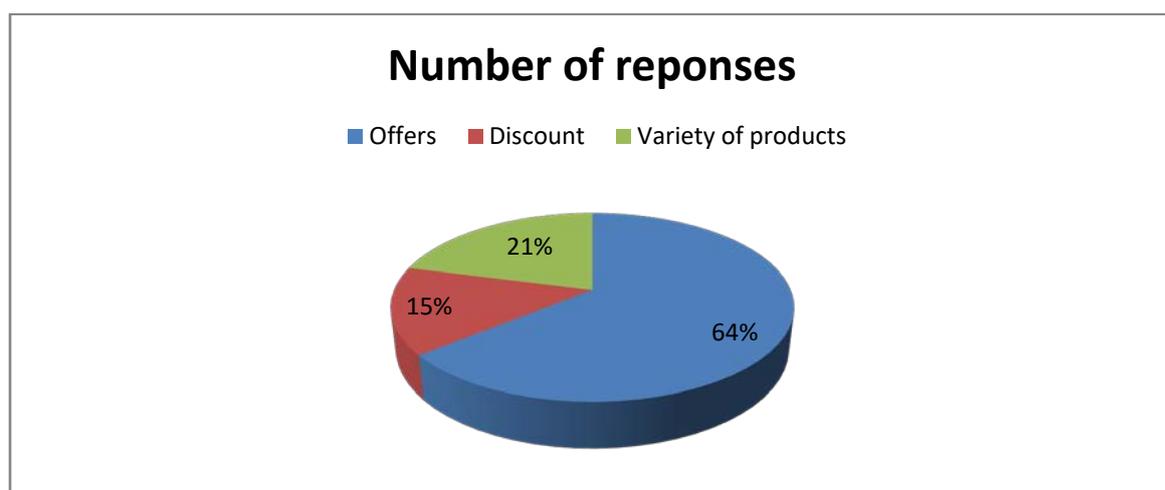
Data Interpretation :The graph depicts that 91% of the consumer main purpose of purchasing in departmental store for their personal usage because they get all kinds of products under single roof like food items, clothes, accessories, 3% of the consumers purchase gift items for their parents, siblings friends , relatives and their beloved once, 6% of the consumers purchase for other purpose.

TABLE 7: Table depicts when consumers prefer to shop in departmental stores.

Particulars	Number of responses	Percentage
Offers	64	64%
Discount	15	15%
Variety of products	21	21%
Total	100	100%

Data Analysis: The table depicts about when the consumers prefer to shop in departmental stores. Majority 64% of the consumers prefer to shop during the offers. While 15% of the consumers prefer to shop during discounts, 21% of the consumers shop in departmental stores because they get variety of products.

GRAPH 7: Graph depicting about consumers prefer shopping.





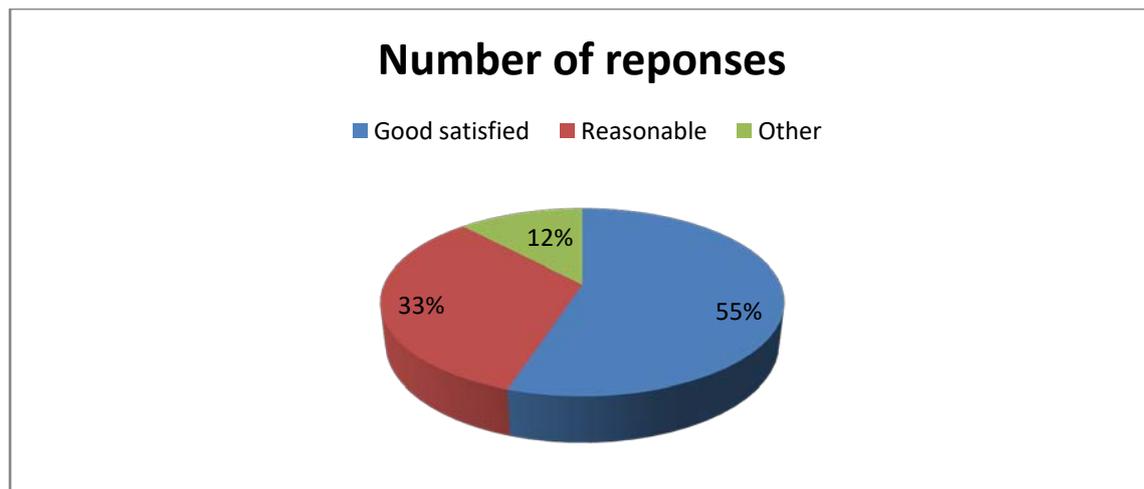
Data Interpretation: The graph depicts that majority 64% of the consumers prefer to shop in during offers because the departmental stores offer just to attract the consumers to purchase the products. Whereas 15% of the consumer prefer to shop during discounts like flat 40 % or 50% discounts which grabs the attention of consumer to shop in departmental stores. And 21% of the consumers shop in departmental stores because they get variety of products under single roof.

TABLE 8: Table depicting the reason behind consumer purchasing a particular product.

Particulars	Number of responses	Percentage
Good satisfaction	55	55%
Reasonable	33	33%
Others	12	12%
Total	100	100%

Data Analysis: The table depicts the reasons behind purchasing a particular product in departmental stores, 55% of consumers are satisfied with the product, 33% of the consumers purchase products in departmental stores because of reasonable price, 12% of the consumers purchase a particular product for other reasons.

GRAPH 8: Graph depicts the reason behind purchasing a particular product.



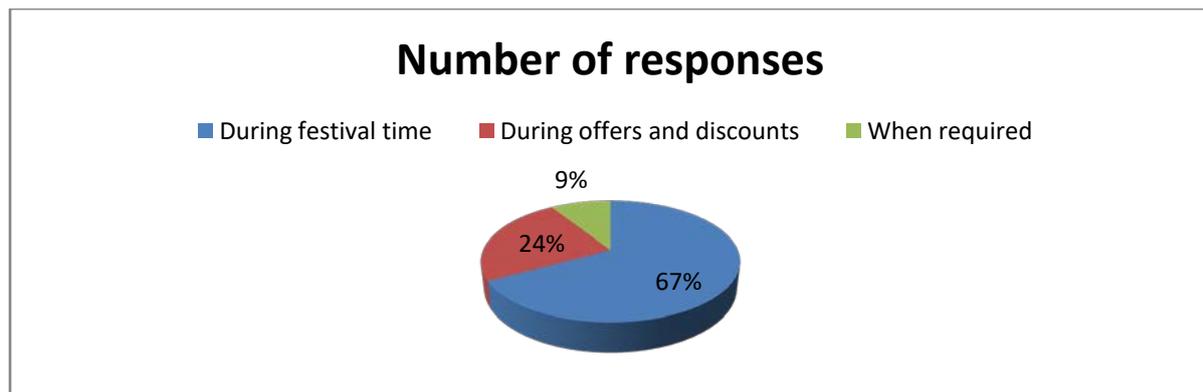
Data Interpretation: The graph depicts about the reason behind purchasing a particular product in departmental stores. Majority 55% of the consumers purchase a particular product in departmental stores because they satisfied with a product and they are loyal customers for particular products, 33% of the consumers purchase a particular product because departmental stores offer a reasonable price towards the products which can be affordable for lower, upper and middle class people of the society, 12% of consumers purchase a particular product for some other reasons.

TABLE 9: Table depicting the preferences of consumer visiting departmental stores.

Particulars	Number of responses	Percentage
During festival time	67	67%
During offers and discounts	24	24%
When required	9	9%
Total	100	100%

Data Analysis: The table depicts the preferences of the consumers visiting departmental stores, 67% of consumer prefer during festivals. But 24% of consumers visit during offers and discounts. Whereas 9% of the consumers when it is required.

GRAPH 9: Graph depicting the preferences of consumers visiting departmental stores.



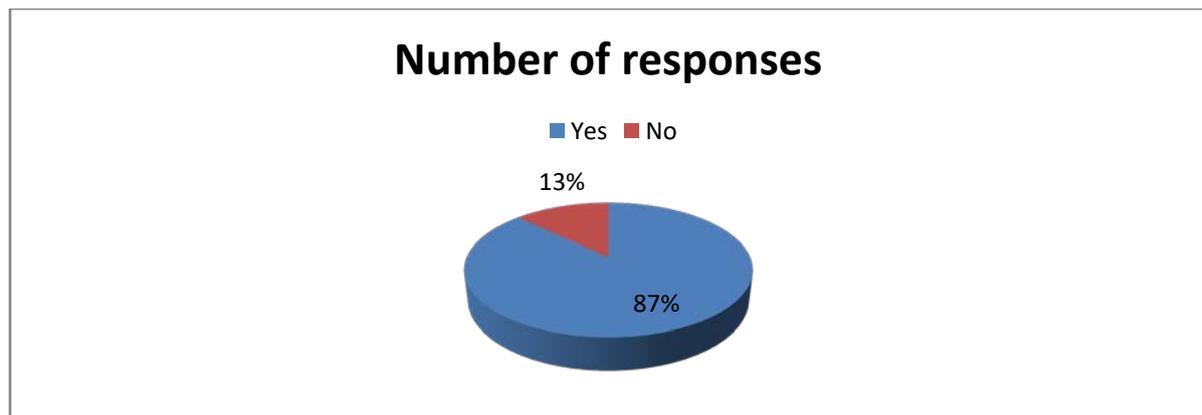
Data Interpretation: The graph depicts about the preferences of consumers visiting departmental stores. Majority 67% prefer to visit departmental stores during festivals time because consumers prefer to purchase because of variety of products will be available. But 24% prefer to visit departmental stores because of offers and discounts which attracts the consumers to purchase products. Whereas 9% of the consumers prefer to visit when it is required to meet their basic needs.

TABLE10: Table depicting the satisfaction level of pricing strategies

Particulars	Number of responses	Percentage
Yes	82	82%
No	18	18%
Total	100	100%

Data Analysis: The above table depicts about the pricing strategies satisfactory of the consumers, 82% of the consumers are satisfied and 18% of the consumers are not satisfied.

GRAPH 10: Graph depicting satisfaction level of pricing strategies



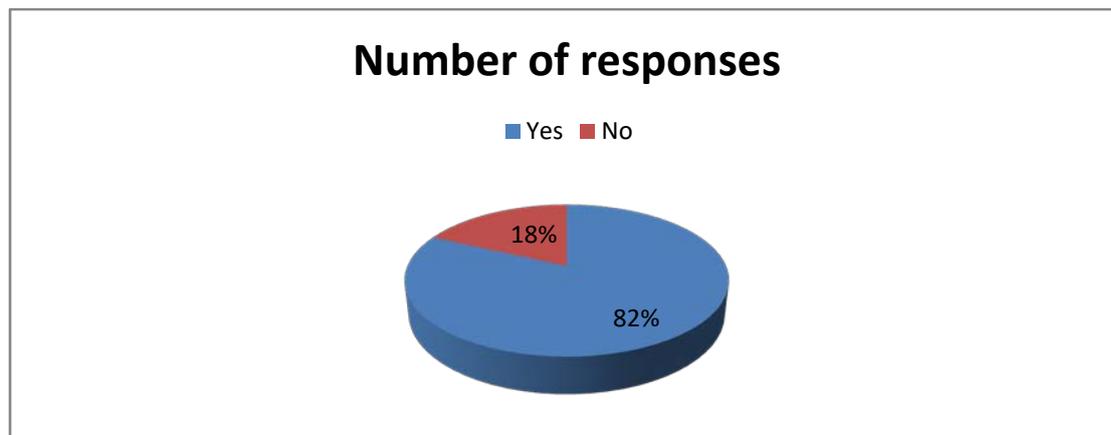
Data Interpretation: The graph depicts the pricing strategies satisfying the consumers of departmental stores, 82% of the consumers are satisfied with the pricing strategies because of the reasonable prices which is affordable by everyone in the society, 18% of the consumers are not satisfied because some departmental stores provides price below the MRP so that consumers do not trust the quality of the products.

TABLE 11: Table depicts whether consumers saves money or not after purchasing in departmental stores.

Particulars	Number of responses	Percentage
Yes	82	82%
No	18	18%
Total	100	100%

Data Analysis: In the above table depicts whether consumers save money or not after purchasing in departmental stores. Majority 82% of the consumers say yes, they save money after the purchases and 18% of the consumers say they do not save money after the purchase.

GRAPH 11: Graph depicts whether consumers save money or not after the purchase.



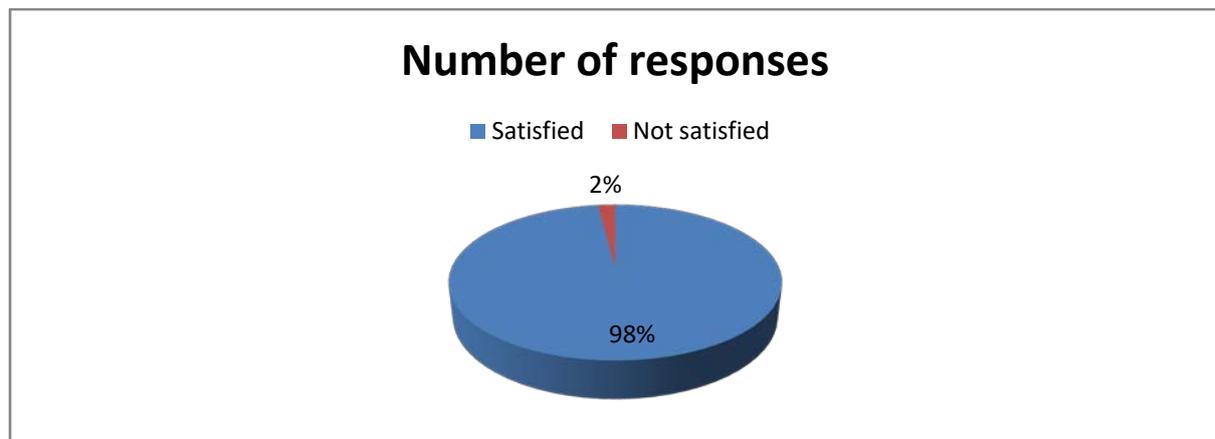
Data Interpretation: The graph depicts that 82% of the consumers accepts that they save certain amount of money in the form of saving to meet their future expenses after purchasing in departmental stores. Whereas 18% of the consumers say that they do not save money after purchasing in departmental stores because they purchase lot of items in departmental stores.

TABLE 12: Table depicting the consumer satisfaction after shopping.

Particulars	Number of responses	Percentage
Satisfied	98	98%
Not satisfied	2	2%
Total	100	100%

Data Analysis: In the above table depicts about how consumers feel after shopping in departmental stores. Majority 98% of the consumer feel satisfied whereas 2% of the consumers are not satisfied.

GRAPH 12: Graph depicting the consumer satisfaction after shopping.



Data Interpretation: The graph depicts that 98% of the consumers feel satisfied after shopping in departmental stores because variety of products are available under single roof which is convenient for the consumers to purchase whereas 2% of the consumers are not satisfied maybe because they are not satisfied with quality, quantity and pricing strategies of departmental stores.

## FINDINGS

1. It is found that 48% of customers comes to Departmental Stores when there is need for them, 40% of customer visit when there is offers and discounts where as 12% of people visit for buying the products in bulk.
2. It is found that 72% is highest demand by the customers for the food items. The next demand is for clothes that is 16% where as 9% demand for other purpose in Departmental Stores and only 3% demand for the gift items.
3. Among 100 respondents 56% of consumer visit Departmental Store because they feel happy when the go for shopping, 36% of the consumer visit for window shopping and only 5% visit for both.
4. Among 100 respondent's majority of customers that is 85% of them are very satisfied due to the good quality and quantity of the product available in Departmental Store and remaining 15% of consumers mindset is differ from one another.
5. It is found that 48% is the highest problem faced by the customer with regard to the taste of the products, another 38% of customer face problem due to the quantity and 14% customer feel quality of the product is the problem faced by them.



6. 91% of people says main purpose of purchasing in Departmental Stores for personal usage, 6% people says for other purpose and only 3% of people says for gift items.
7. 64% of customer says due to offers available in Departmental Stores they prefer to shop their and 21% of customers says the variety of the products available and only 15% customer says because of discounts available they prefer to shop in Departmental Stores.
8. As per findings, 55% of customer purchase in Departmental store because they are satisfied, 33% of them purchase because of the reasonable price and other 12% of customer purchase for other purpose.
9. As per findings, most of customers that is 67% visit Departmental Store that during festival time, 24% of them visit during offers and discounts and only 9% of customers visit when there is required for them.
10. Most of the customers that is 82% are satisfied with the pricing strategies of Departmental Store and 18% of customers are not satisfied because few Departmental Store provides price below MRP.
11. Majority of respondents that is 82% of them says they save sum amount of money because of offers and discounts and 18% says they do not save because they buy items in bulk.
12. As per findings, 98% of consumer feel satisfied because of variety of products available and only 2% consumer feel not satisfied because of the quality and quantity of the products available in Departmental Stores.

## **SUGGESTIONS**

Based on the findings, the following suggestions have been recommended to improve the sales and functioning at the departmental stores. Steps should be formulated to make the customers aware of the door delivery system facility providing by the departmental stores. It is recommended to the management to make the billing procedure more convenient for the consumers in departmental stores.

It is suggested to the management to appoint more number of skilled employees for sales department in order to attract customers in departmental stores. And management to make the departmental store account for the benefits of the customers like points and the persons working at the departmental stores.



As the majority of the respondents are aware of departmental stores through advertisements, it is suggested that the stores put in more efforts in making the advertising media an effective source of information and more attractive for the customers to purchase in departmental stores.

It should be easily accessible for physically challenged people and can provide special attention and help them to purchase in departmental stores. And can apply some digital methods in the departmental stores and upgrade the management with new technologies according to the current scenario. Finally, steps should be taken to setup departmental stores in different parts of the city for the easy accessibility and it should be systematically well arranged and provide best customer service in departmental stores.

## **CONCLUSION**

Departmental stores are a major shopping complex in Bangalore for today's customers. It is a place where customers find variety of products at a reasonable price. The first and most objective of our study is comparative study of consumer buying patterns in departmental store. The study of consumer behaviour is the most important factor for marketing of any goods and services. The consumer behaviour suggest how individual, groups and organization select, buy, use and dispose of goods, services, ideas or experience to satisfy their needs and wants.

The reason for which people prefer to buy from departmental store is variety of products available under one roof and customer has not to move from one shop to another shop for his/her daily needs. It holds a large customer based and it seemed from the study that the customers are quite satisfied with departmental store.

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## **ANNEXURE**

1. How frequently do you visit departmental store?
  - a) Weekly
  - b) Monthly
  - c) Quarterly
  
2. What type of products do you mostly purchase in departmental store?
  - a) Food items
  - b) Clothing
  - c) Gift items
  - d) Others
  
3. What is the purpose for visiting departmental store?
  - a) Shopping
  - b) Outing
  - c) Both
  
4. How well does the product meet customer satisfaction
  - a) Very satisfied
  - b) Satisfied



- c) Not satisfied
5. What problem do you face with regard to the product?
- a) Taste
  - b) Quantity
  - c) Quality
6. What is the main purpose of purchase?
- a) Personal usage
  - b) To gift
  - c) Any other purpose
7. Why do you prefer to shop in departmental store?
- a) Offers
  - b) Discount
  - c) Variety of product
8. What is the reason behind purchasing a particular product in departmental store?
- a) Good satisfaction
  - b) Reasonable
  - c) Other
9. When do you prefer to visit the departmental store?
- a) During festival time
  - b) During offers and discounts
  - c) When required
10. Are the pricing strategies satisfactory?
- a) Yes
  - b) No
11. Do you save at least a small amount of money after buying in departmental store?



- a) Yes
- b) No

12. How frequently do you visit the departmental store?

- a) Once a week
- b) Once in 3 days
- c) Once a month

13. Are the pricing of products of departmental store is lesser than the other store?

- a) Yes
- b) No

14. How do you feel after shopping in Departmental Store?

- a) Satisfied
- b) Not satisfied

15. How do you think departmental store is better than other stores?

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16. Give your suggestion regarding over all functioning of departmental store

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