

# Transformation in Business Practice with Reference to Store Environment in Textile Chain Stores on Customer Perspective

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## Abstract:

In present competitive world, every business concern is trying to earn optimum profit through their satisfied customers. Modern marketing gives emphasize to customer satisfaction. Retaining customer base by each and every retail shop that introducing new business strategies to attract customers in the current market condition retain the customers is difficult one in the respective business. Retail shops are bringing in new products, introducing innovation in services and the store environment to satisfy customers. Nowadays customers are expecting good shopping experience, to fulfill the customer expectations, every retail shop has to provide attention to salesman behavior, store environment and value-added services in shops. The chain stores are retail stores with more than one branch that focuses on specific product categories. The product offered in different varieties and different models with specialized service. Textile shops are having consistency business all the days. Current period textile shops offer a large number of collections and good shopping experience to the customers with the help of their location and store layout, store design and overall store environment.

## Article History

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## 1. Introduction

The store's environment is the set of characteristics in the surrounding of the store, namely design, layout, display, Colours, lights, temperature, sounds, smells, etc., all these, contribute to create an ambience in the shopper's perception, influencing the customer's purchasing behavior. It can be divided into the internal and external environment. The front of the store pays close attention too, known as the "decompression zone".

## Chain Stores

A chain store is the retail format with multiple branches. These shops sell same kind of the products under the single ownership.

## Textile Chain Stores

Chain stores of retail format cater to the need of the consumers who require specialized service and satisfy all their needs about a particular product category. A textile chain store offers all types of clothing to various age groups and that suits for different occasions under

one roof. The textile chain stores provide a shopping arena for both families and individual shoppers.

### **The components of the textile chain store environment are as follows:**

Layout factor: It includes the overall structure and arrangements in the store.

Design factor: The design factor includes stimuli that exist at the front, such as architecture, color and materials.

Ambience factor: The ambient factor refers to background characteristics, such as temperature, lighting, noise, music and ambient scent.

External variables are exterior display windows, the color of the building, and location

General interior variables are colour schemes, lighting, music, scents, and temperature

Layout and design variables are space design and allocation, placement of merchandise, placement of cash registers, waiting for queues, and furniture.

Point-of-purchase and decoration variables are artwork, point-of-purchase displays, and price displays.

### **Textile chain stores in Coimbatore**

Coimbatore city has good spending capacity comparing other cities in Tamil Nadu. The consumers prefer to visit special stores to buy specific products thus getting specialized services and more value for their money. The textile retail chain stores have emerged very early to fulfil the growing needs of the consumers. There are plenty of textiles specialty chain stores in Coimbatore city. Coimbatore has both local and national players. The local players have more market share compared to the national players. This is because they provide only branded products in non-personal and utility purpose which doesn't suit the consumers of Coimbatore.

### **The major national players in the textile chain store are:**

Pantaloons, Shopper's stop, Reliance Trends, Westside, Lifestyle

### **The major textile chain stores in Coimbatore**

Pothys, Nalli silks, Sri Ganapathy Silks, RmKV, PSR Silks, The Chennai Silks Saravana Selvarathinam

### **Statement of the Problem**

Textile is an evergreen business. The rapidly growing textile retail sector is flourishing. The textile retail industry changes as fast as the weather and it is just as unpredictable. New initiatives were put in practice to meet new challenges to give the buyers value-added

products at more competitive prices. The consumers prefer to visit special stores to buy specific products thus getting specialized services and more value for their money; this is where the chain stores come into play. The textiles speciality chain stores have created goodwill for themselves. But in this highly competitive business, when it is close to each other store environment plays a crucial role in distinguishing each other. The store environment is the key factor for the success of any chain store. It constitutes layout factor, design factor and ambience factor. This also makes an impact on consumers and sales. With this study look into the consumer's perception towards the various store environments which will be analyzed to find their satisfaction, expectation and problems in the current layout, design and ambience followed by selected textile chain stores.

### **Objectives**

- To study the demographic variable of the textile chain store consumers.
- To study the consumer preference and opinions towards store environment of textile chain stores.
- To find the satisfaction of consumers regarding the store environment of textile chain stores.

### **Methodology**

#### **Source of Data**

- **Primary Data:** The researchers will collect the primary data through the interview schedule.
- **Secondary Data:** The data were collected from various secondary sources like journals, books, and websites.

**Sample Size:** The sample size of the study is 200 respondents.

**Sampling Method:** For the study, the consumers of textile chain stores will be selected through convenient sampling technique.

**Area of the Study:** The study is conducted in Coimbatore city, which is "Manchester of South India". The district population was 1,050,721 in 2016 population survey.

- **Statistical Tools Used For Analysis**
  - Descriptive analysis.
  - Weighted average Mean analysis.
- Garrett's ranking analysis.

## Analysis Percentage Analysis

Factors	Particulars	Customers	Percentage
Gender	Male	86	43
	Female	114	57
Age	15-25 years	64	32
	26-35 years	66	33
	36-45 years	44	22
	Above 45 years	26	13
Educational qualification	School level	38	19
	Under graduate	80	40
	Post graduate	48	24
	Professionals	34	17
Occupational Status	Self employed	66	33
	Private employee	75	38
	Government	30	15
	Others	29	14
Family Monthly Income	Below 30000	35	17
	30001-40000	68	34
	40001-50000	57	29
	Above 50000	40	20
Frequency of Visit	Once	47	23
	Twice	59	30
	More than twice	82	41
	Others	12	6
Preference towards Textile Chain Stores	The Chennai Silks	36	18
	PSR Silks	38	19
	RmKV	25	12
	Pothys	33	17
	Saravana Stores	17	9
	Nalli silks	20	10
	Sri Ganapathy Silks	16	8
	Others	15	7
Preference of Store Environment	Layout factors	48	24
	Design factor	82	41
	Ambience	70	35
Store Design preference	Displays	63	32
	Wall/rack	48	24
	Flooring	60	30
	Fixture/signs	29	14
Influence purchase decision	Yes	109	55
	No	91	45

## Rank analysis.

## Respondents' Preference of Facilities in Textile Chain Store

FACTOR	HS	S	MS	DS	HDS	TOTAL	MEAN	RANK
Quality	55	80	61	3	1	200	3.925	1
Score	275	320	183	6	1	785		
Service	28	87	67	12	6	200	3.595	4
Score	140	348	201	24	6	719		
Product variety	40	59	78	17	6	200	3.550	5
Score	200	236	234	34	6	710		
Ambience	39	87	61	10	3	200	3.745	2
Score	195	348	183	20	3	749		
Better facilities	38	75	64	20	3	200	3.625	3
Score	190	300	192	40	3	725		
Shopping experience	28	75	77	17	3	200	3.540	6
Score	140	300	231	34	3	708		

The highest mean score 3.925 shows that the consumers are highly satisfied in the quality of the textile chain stores.

## Garrett's Ranking Analysis Respondents' Preference towards the Facilities Provided By Textile Chain Stores

FACTORS	Rank	I	II	III	IV	V	VI	VII	TOTAL SCORE	%	RANK
	Value	79	66	57	50	43	34	21			
Rest room	Nos	25	55	38	27	17	23	15	10949	54.75	1
	Score	1975	3630	2166	1350	731	782	315			
Drinking water/ refreshments	Nos	13	25	31	31	45	29	26	9461	47.30	7
	Score	1027	1650	1767	1550	1935	986	546			
Kids play area	Nos	38	21	16	19	28	30	48	9778	48.89	5
	Score	2607	1320	855	1050	1676	1598	672			
Waiting area for escorts	Nos	47	20	26	23	29	32	23	9482	47.41	6
	Score	3002	1386	912	950	1204	1020	1008			
Trail rooms	Nos	24	29	27	44	24	21	31	10299	51.50	2
	Score	3529	1320	1482	1150	1247	1088	483			
Customer service	Nos	20	30	47	35	25	18	25	9946	49.73	4
	Score	1896	1914	1539	2200	1032	714	651			
Accessories section	Nos	20	30	47	35	25	18	25	10201	51.05	3
	Score	1580	1980	2679	1750	1075	612	525			

The most preferred facilities are the rest room and the trail rooms followed by accessories, customer service, kids play area, waiting rooms and drinking water and refreshments

## Respondents' Level of Satisfaction towards the Current Store Environment of Textile Chain Store

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FACTORS	Rank	I	II	III	IV	V	VI	VII	VIII	TOTAL SCORE	%	RANK
	Value	79	67	60	54	47	41	33	20			
The Chennai Silks	Nos	32	57	30	24	15	26	7	9	11625	58.13	1
	Score	2528	3819	1800	1296	705	1066	231	180			
RmKV	Nos	25	24	34	29	28	29	13	18	10483	52.42	2
	Score	1975	1608	2040	1566	1316	1189	429	360			
Pothys	Nos	32	17	28	24	23	29	25	22	10178	50.89	3
	Score	2528	1139	1680	1296	1081	1189	825	440			
Saravana Selvarathnam	Nos	17	30	18	17	22	22	38	36	9261	46.31	7
	Score	1343	2010	1080	918	1034	902	1254	721			
PSR	Nos	27	19	19	30	24	23	31	27	9800	49	5
	Score	2133	1273	1140	1620	1128	943	1023	540			
Nalli Silks	Nos	23	18	22	21	35	29	28	24	9715	48.58	6
	Score	1817	1206	1320	1134	1645	1189	924	480			
Sri Ganapathy Silks	Nos	15	14	21	28	32	18	32	40	8349	41.75	8
	Score	1185	938	1260	1512	1316	738	600	800			
Others	Nos	29	21	28	27	21	24	26	24	10145	50.73	4
	Score	2291	1407	1680	1458	987	984	858	480			

The highly satisfactory store environment is followed by The Chennai Silks.

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## Suggestions

- The inappropriate layout is the major problem to most of the consumers. It has to be improved by making spacious arrangements and using innovative ideas like double-decked hangers or circular hangers.

- Even though many extra facilities like kids play area are available, they are not in use. All the available facilities have to be maintained and kept in use.
- Consumers are highly dissatisfied with the service and the overall shopping experience. This has to be changed by providing individual attention and better customer service like welcome drinks, etc.
- Creating a unique ambience rather than a calming effect on the store ambience can increase the sales in the store

### **Conclusion**

The business environment is highly competitive and to survive, one needs to have multiple techniques to up their sleeves. The consumer needs are ever-changing and every business has to face this challenge of satisfying the customers to survive. Even though the textile is an evergreen sector, it is running under throat cut competition. The textile chain store is a newfound category in retail formats even though, where many of these stores have been around for decades. The national players have started to become a real threat to the local players in the textile chain stores. In future, the only these new formats will exist. Therefore to survive and have strong market share, the stores have to rely on the store environment because it has a significant positive effect on the purchasing behaviour of any consumers. Store environment can enhance the store image and create a unique identity for the stores.

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