



A STUDY ON IMPACT OF CONSUMER BUYING BEHAVIOUR AT SARAVANA SELVARATHINAM

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ABSTRACT

Consumer buying behaviour is a key determinant of retail success in today's highly competitive market environment. Understanding how and why consumers make purchasing decisions allows retailers to optimize marketing strategies, inventory planning, and customer service initiatives. This study explores the various factors influencing consumer buying behaviour at Saravana Selvarathinam, one of India's largest and most diverse retail stores. By analyzing key components such as price sensitivity, brand preference, store ambiance, promotional tactics, product variety, and customer service, the study aims to uncover patterns and preferences that guide consumer purchases. A structured quantitative research approach was employed using surveys from customers of different demographics. The data was analyzed using statistical tools, and the findings reveal that pricing strategies, product variety, and in-store experience significantly influence consumer buying decisions. This paper concludes with strategic recommendations for improving the consumer journey at Saravana Selvarathinam.

KEYWORDS: Consumer Behaviour, Retail, Price Sensitivity, Promotional Strategy, Store Ambiance, Product Variety, Customer Satisfaction, Purchase Intention.

INTRODUCTION

Consumer buying behaviour refers to the actions and decision-making processes of individuals when purchasing goods and services. These behaviours are shaped by a complex blend of internal and external influences such as cultural values, social status, personal preferences, brand perception, and marketing stimuli. In the retail industry, understanding these behavioural patterns is critical for attracting, satisfying, and retaining customers.

Saravana Selvarathinam, a well-established name in the Indian retail landscape, attracts thousands of customers daily. With its wide product offerings that range from garments and electronics to household items and jewellery, it becomes a perfect setting to study consumer behaviour. This research focuses on identifying the key factors influencing consumer buying behaviour and how Saravana Selvarathinam can tailor its offerings to meet consumer expectations more effectively.

LITERATURE REVIEW

Understanding Consumer Buying Behaviour

Consumer behaviour involves the psychological processes that customers go through in recognizing needs, finding ways to solve these needs, making purchase decisions, and evaluating post-purchase satisfaction. It can be influenced by psychological factors (motivation, perception), personal factors (age, occupation, lifestyle), and social factors (family, roles, and status).

The Role of Price Sensitivity

Price remains one of the most influential factors in consumer decision-making, especially in a price-sensitive market like

India. Research shows that consumers often evaluate products based on perceived value-for-money.

Brand Preference and Loyalty

Brand image and consumer trust play vital roles in shaping consumer behaviour. When customers associate quality and reliability with a brand, they are more likely to make repeat purchases.

Store Ambiance and Layout

Store layout, cleanliness, lighting, music, and staff behaviour all contribute to the overall in-store experience. A positive environment encourages customers to spend more time and make unplanned purchases.

Promotional Strategies

Discounts, offers, free gifts, and loyalty programs have a direct impact on purchase decisions. Well-timed promotions can increase both footfall and sales volume.

Product Variety and Availability

Customers are more likely to shop at retail outlets offering a wide range of products. Product availability across price ranges also helps in catering to a diverse customer base.

RESEARCH METHODOLOGY

Research Design

This research employs a quantitative approach using structured questionnaires to gather data from customers at Saravana Selvarathinam. The focus is on capturing their preferences, attitudes, and behaviours during the shopping experience.



Data Collection Method

Primary data was collected through a structured questionnaire, which was distributed to 150 randomly selected customers visiting different sections of the store. The questionnaire was based on a five-point Likert scale, ranging from 'strongly agree' to 'strongly disagree.'

Sampling Technique

A convenience sampling method was adopted due to the ease of approaching willing customers. Respondents included a balanced mix of age groups, genders, income levels, and frequency of visits.

Data Analysis Tools

Data was analyzed using SPSS software. Descriptive statistics, correlation analysis, and regression analysis were applied to evaluate the relationship between independent variables (price, product variety, promotions, etc.) and consumer buying behaviour.

Interpretation of Results

The analysis indicates that consumer buying behaviour at Saravana Selvarathinam is largely driven by economic and experiential factors. Price sensitivity, product availability, and promotional schemes significantly affect consumer decisions. While the store excels in product variety and competitive pricing, there is scope for enhancing customer service and improving store navigation.

Regression Analysis Confirmed That

- Price and promotions have a high positive correlation with buying behaviour.
- Product variety serves as a moderator between price and final purchase.
- Ambience and customer service, while less influential than price, act as satisfaction enhancers post-purchase.

STRATEGIC RECOMMENDATIONS

1. Personalized Promotions

Leverage loyalty programs and purchase history to offer customized deals to frequent customers.

2. Improve In-Store Navigation

Introduce clear signage and floor plans, especially during peak shopping hours, to improve customer convenience.

3. Enhance Staff Training

Regular staff training on customer interaction and product knowledge can boost overall service quality.

4. Digital Integration

Introduce digital kiosks or apps for real-time promotions, product availability, and self-checkout to cater to tech-savvy consumers.

5. Expand Product Range

Introduce more mid-tier and premium product lines to cater to diverse income groups.

6. Create Festive Campaigns:

Design seasonal and cultural promotional campaigns to attract specific consumer segments during festivals and holidays.

CONCLUSION

Consumer buying behaviour at Saravana Selvarathinam is a multifaceted process influenced by both rational (price, product variety) and emotional (ambience, brand trust) factors. The study validates the importance of understanding these behavioural drivers to craft customer-centric strategies. For a store that serves a wide and diverse customer base, adapting to evolving consumer expectations is vital for sustained growth. Future research could focus on the impact of online shopping trends and how Saravana Selvarathinam can integrate omni-channel strategies to maintain competitiveness in the digital era.

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